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TRADE
WITH

MALAYSIA

1963 TRADE MISSION REPORT A U.S. DEPARTMENT OF COMMERCE PUBLICATION

A SUPPLEMENT TO

***International
Commerce***

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Report
of the
1963
Trade Mission
to

MALAYSIA

A U. S. DEPARTMENT OF COMMERCE PUBLICATION



U.S. DEPARTMENT OF COMMERCE

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Lester L. Wolff



Mr. Wolff is President and Founder of the Co-ordinated Marketing Agency, Inc., of New York City, which counsels 22 competing supermarket chains in advertising, promotion, merchandising, and policy. In the process

of developing markets and promoting products, Mr. Wolff has been in most parts of the world and is a veteran of a previous Trade Mission.

Frank M. Cruger



Now President of the Indiana Manufacturers Supply Co., Indianapolis, Ind., Mr. Cruger was associated with a machine tool and hardware business for some 15 years until 1940 when his present company was es-

tablished. He is also Vice President of the Machine Products Corporation of Dayton, Ohio. He is Chairman of the Board of the National Small Business Association of Washington, D.C., and was recently re-appointed to the Board of Directors of the Small Business Administration National Council of Consultants.*

George H. Paul



Mr. Paul, Director of International Sales for Levolor Lorentzen Inc. of New York City, is responsible for his company's export activities, including licensing, joint-venture, overseas investment, marketing,

and distribution. In export trade for 30 years, he speaks and understands French, German, and Spanish.

Trade Mission

The U.S. Marketing and Industrial Development Mission to Malaysia visited that country October 7-31.

The Mission Director was Milton A. Berger, Deputy Director of the Bureau of International Commerce's Office of Commercial and Financial Policy.

Five industry leaders served as members of the Mission, S. David Horner, Director of the Investment Resources Division of the Bureau of International Commerce, was Trade and Investment Development Officer for the Mission.

The Mission set up Trade Information centers in Singapore and Kuala Lumpur, and also visited Kuching, Jesselton, and Sandakan. Mission members:

*Conducted 421 personal interviews with Malaysian businessmen.

*Brought back 232 export opportunities for U.S. firms and 32 opportunities for import.

*Developed 70 opportunities for American businessmen to invest in Malaysia.

Milton A. Berger



Trade Mission Director Milton Berger is Deputy Director of the Office of Commercial and Financial Policy in the Bureau of International Commerce. He has had a long career in the fields of Far Eastern trade,

investment, and foreign trade policy. Mr. Berger is a graduate of Union College and Harvard Law School. He attended Yale University's Area and Language School, specializing in the Far Eastern area and the Chinese language. Mr. Berger is a member of the faculty of Georgetown University School of Foreign Service.

S. David Horner



Mr. Horner, who served as the Mission's Trade Development and Investment Officer, is Director of the Investment Resources Division of the Bureau of International Commerce. Before entering Government work, Mr. Horner had experience as Bureau distributor for the Irrawaddy Flotilla Co., a subsidiary of the Carrier Corp.; sales engineer for the Powers Regulator Co. in Chicago; General Manager, then President of the Horner Flooring Co. of Michigan.

Douglas J. Bennet



Mr. Bennet, President of the Brewster Corp. of Old Lyme, Connecticut, a marketing and distributing corporation which sells its products in most of Europe, is a marketing and sales specialist.

Through personally owned distributing corporations, Mr. Bennet has developed markets for equipment for several hospitals, nursing homes, exhibits, and sanitation projects.

William O. Sword



President and Founder of Petroleum Service Co. of Wilkes-Barre, Pennsylvania, Mr. Sword has been active in creation of industrial parks. He is a director of three diversified manufacturing firms which are active in international trade: the Vulcan Iron Works, the King Manufacturing Co., and the Hardie Manufacturing Co. He is also Director of Leslie Fay, Inc., textile manufacturer. Mr. Sword attended Samur Military Academy in Samur, France.



INDUSTRIAL AREA: The industrial area of Petaling Jaya, Malaya's first new town on the outskirts of the Capital, Kuala Lumpur. U.S. machines are wanted.

Malaysian Government welcomes expanded trade with U.S.; asks participation in industry

Country has strongest foreign exchange position, one of highest per capita income levels in Southeast Asia

By MILTON BERGER

This is Malaysia. This is the proud young country which before and during its transition from colonial to independent status successfully fought communism in a bitter internal warfare for 12 years.

This is a peaceful, prosperous country that looks outward and asks that others share in its economic growth on mutually advantageous terms. This is a country that believes in private enterprise and imposes few restrictions on trade.

On September 16, less than 3 weeks before arrival of the U.S. Marketing and

Industrial Development Mission, Malaysia came into existence through the merger of the independent Federation of Malaya with its neighbor Singapore and with the two former British colonies of Sarawak and North Borneo (now named Sabah). The merger promised greater political and economic stability throughout the new Federation, although it encountered political and economic opposition or "confrontation" from its neighboring island nations, Indonesia and the Philippines.

The Malay peninsula is the world's largest producer of natural rubber and

tin. The free port of Singapore is one of the busiest in the world and historically has served as an entrepot for a trading area of more than 200 million people. Malaysia has one of the highest per capita income levels and the strongest foreign exchange position in Southeast Asia. All businessmen interviewed indicated a friendly interest in U.S. trade.

There is an ethnic balance between the Malays and other indigenous groups on one hand and the Chinese and the Indians on the other. Malaysia is an impressive demonstration of how such diverse groups can live and work together. There is planning and purpose in Malaysia's economy, but strict control of enterprise is not her way of life. Many have responded to Government offers of tax and tariff incentives designed to promote industrial development and to encourage foreign investment.

There are problems too. There is concern over rubber and tin prices. There are problems of integration of the several portions of the new Federation arising from the differing stages of development of the various economies, from the difficulties of relinquishing autonomy, and from the insufficiency of trained administrators.

Moreover, public and private plans are clouded by the uncertainty of relationships with the Philippines and Indonesia.

Welcome U.S. trade

An American businessman will find a situation something like this:

■ The Malaysian Government welcomes expanded trade with the United States and is especially interested in licensing and joint venture arrangements involving U.S. firms. American participation in industrial activity is particularly welcomed. Malaysia reserves no specific equity percentage for its nationals in joint enterprises, but a substantial local share is generally found desirable.

■ American representations and sales activity could be profitably intensified. European trading companies, particularly British organizations, are strongly entrenched and the link to European products is not easily weakened. At the same time, Japanese and Australian trade promotion activities have enabled them to capture a substantial share of the market. Nevertheless, many newcomers to the foreign trade community in Malaysia might be expected to sell U.S. products aggressively in a market that would welcome a wider choice of goods.

■ There is a strong belief that U.S. products are generally priced too highly for the local market and an unfamiliarity with the range of goods produced in the United States. There is also dissatisfaction

with credit facilities, payment terms, shipping costs, and delivery schedules.

■ Prospective participants in industrial undertakings will be impressed with the planning and promotional activities of the Industrial Development Division of the Ministry of Commerce and Industry, Malayan Industrial Development Finance Ltd., and Singapore's Economic Development Board.

■ Despite the incentives and assistance offered through these organizations and the impressive industrial estates, foreign investment participation is a business decision based on cost and market analysis. Imports in many instances may be more economical than local production.

■ American construction equipment and certain consumer items are highly regarded in Malaysia for their quality and durability. But the spectrum is narrow. Introduction is needed.

■ Sarawak and Sabah seem remote, but significant developments are in the offing. More diversified agricultural plans in those states will create new opportunities. Americans will find a warm welcome and a readiness to discuss a variety of enterprises. Businessmen in this area are keenly interested in direct representations for U.S. firms rather than sub-distributorships via Singapore.

Malaysia is already a prime market in the Far East, but not yet so much for U.S. products. This we can build through more aggressive sales work.

The Government of Malaysia is very pleased to have had the opportunity of welcoming the U.S. Marketing and Industrial Development Mission . . .

The Government welcomes the promotion and increase of trade between our two countries and would give whatever facilities are within its power to assist in promotion of trade. The Government of Malaysia has an Investment Guarantee Agreement with the U.S. Government which ensures that any American capital invested in this country will be safeguarded and there will be free repatriation of profits earned here.

Pioneer status is offered to new industries which help in the industries which help in the industrial development of Malaysia. Under this pioneer status the company would be given an income tax holiday in addition to tax exemption on import of machinery and certain raw materials not available in this country.

As Minister of Commerce & Industry of Malaysia, I am glad to learn that many of our importers, exporters and industrialists have already made contacts with American businessmen as a result of this Trade Mission. It is my hope that the two-way trade between the United States and Malaysia will increase and that many American industrialists will come to Malaysia to help us diversify our economy through joint ventures with local capital.

—Excerpts from letter of November 14 to Trade Mission Director Berger from Malaysia's Minister for Commerce and Industry, Dr. Lim Swee Aun.

Industrial parks in Malaysia spur new plants, housing

Over 130 factories operating
in Petaling Jaya; room for more

By WILLIAM O. SWORD

During the Trade and Industrial Development Mission's work in Kuala Lumpur and Singapore, the industrial settlements outside these two cities were visited.

Petaling Jaya, an industrial settlement about 5 miles outside Kuala Lumpur, was established during Malaya's first 5-year plan (1956-1960) and proved to be an effective project for attracting industrial development. Constructed in less than 10 years, Petaling Jaya covers approximately 4,000 acres which have been developed into an excellent complex of factories and housing with about 1,000 acres of shrubbery and green trees and open spaces.

Petaling Jaya, with a population of over 50,000, is a modern concept of industrial development. It has grown faster than most Malaysian towns because of its drive for industry. All of the necessary facilities such as power, water, good roads, and labor, are available. While power and water rates are not as low as those in comparable locations in the United States, they are still fairly reasonable.

More than 130 plants

More than 130 plants are in operation at Petaling Jaya; about 40 more are under construction. Some of these plants manufacture well known foreign brand products under joint venture or licensing agreements. Some are directly under foreign control and others were financed entirely by local investment. Many types of products are produced or assembled here. There are still plenty of opportunities for others.

One of the novel aspects of these industrial parks is the inclusion of a great housing development—apparently a valuable asset in obtaining good labor and keeping a happy relationship with employees. The Federal and local Governments, have helped finance multistoried flats with up-to-date facilities. Recreational and social facilities also are in-

cluded—for instance, at Petaling Jaya a magnificent US\$250,000 swimming pool is under construction in one of the many "greenbelts" of the park.

Growing pains

The industrial settlement of Jurong is about 12 miles from Singapore. Only 35% completed, this mammoth industrial development of approximately 14,000 acres is still undergoing growing pains.

Under construction are several four-lane highways which will offer excellent communication to Singapore.

In the sheltered harbor, several miles of docking facilities on deep water channels will accommodate nearly any ship.

The docks are to be equipped with the latest facilities. Rail facilities will link the wharves to the industrial settlement. Plenty of power and water is available at reasonable rates.

Small industries

In Jurong, small industries ranging in size from 6,000 to 24,000 square feet manufacture and assemble varied products. Under construction in another section of the settlement is a steel plant which is presently dismantling old ships and converting the scrap into sheet steel. A large furnace to process steel is scheduled to be completed soon. A brewery and a cement plant are also being constructed. An oil refinery will be started in December.

Land in the park can be obtained only on long-term leases. The cost is subject to negotiation and depends on the size of the investment and type of product to be manufactured.

Other parks filled

Queenstown and Red Hill, Singapore industrial parks which are filled and in complete operation, also were visited.

The Malaysian Government, to encourage foreign entrepreneurs to set up local industries for manufacture of goods previously imported, offers infant industries protection against undue foreign competition. A recent report from the International Bank for Reconstruction and Development emphasized the encouraging rate of economic expansion in Malaysia over the past decade. The rate of investment in both public and private sectors has risen significantly during these years.

Opportunities for establishing plants in this new and rapidly developing country are plentiful, and U.S. businessmen are encouraged to explore the possibilities in Malaysia.

Malaysians want and need what Americans want, need; buying power grows daily

U.S. products sell, even though higher priced, as business booms; free ports serve Southeast Asia, parts of India

By DOUGLAS J. BENNET

We don't say that anybody can sell anything at any price in the burgeoning new country of Malaysia; but I'm convinced that Malaysians want and need just about everything we want and need at home (except overcoats!), and their ability to buy is increasing with each passing day. Although the United States is Malaysia's biggest customer, we are only her fifth largest supplier. As this new nation's buying power increases, U.S. manufacturers who use common-sense selling techniques will bring home an increasing share of Malaysia's import dollars.

As British colonial administration has withdrawn, Government reins have been taken by young Malays, Chinese, Indians, or other indigenous men and women. Many members of the Malaysia cabinet as well as of the Economic Development Board of Singapore are in their thirties; and a high percentage of young men are in command of larger business enterprises.

With an increasing birth rate and decreasing death rate—net increase, 50,000 per year—about half the population of Singapore is under 20 years of age.

Business is booming

Business is booming everywhere. Rubber, tin, and timber profits, aided by World Bank and other loans and some careful Government planning, have given Malaysia the highest per capita income in Southeast Asia (about US\$285).

Most areas there have adequate local capital to finance new enterprises, and recent stock issues have been consistently oversubscribed. A 20-million Malaysian dollar, 5½% Government development loan announced in June 1963 was oversubscribed by 20.5 million! (Yet the interest rate on private loans is frequently as high as 9%.)

Newspaper headlines like these are

common: "Six Million Dollar Luxury Flats Planned for Singapore" . . . "US \$100,000 Clubhouse With Bowling Alley Slated for Ipoh's Turf Club" . . . "New US\$350,000 Art Gallery Planned for Kuala Lumpur" . . . "Kuala Lumpur Industrial Park Already Requires Expansion" . . . "New Million Dollar Nylon Textile Venture To Start at Jurong" . . . "Chemical Industries' Directors Off to Europe To Equip New Multi-Million Dollar Plant."

The Straits Times carries in its automotive news a story on Daimler-Benz' new "Grand Mercedes which meets the exceptional demands for fast, safe, and luxurious travel made by the upper echelons in political, commercial, and cultural life" . . . all for only US\$21,000! The newspapers also carry substantial advertising for luxury cameras and watches and for a variety of small automobiles.

Land prices are rising in the cities. A parcel bought for 14 cents a square foot 10 years ago on Orchard Road near our Singapore hotel sold recently for US\$12 per foot.

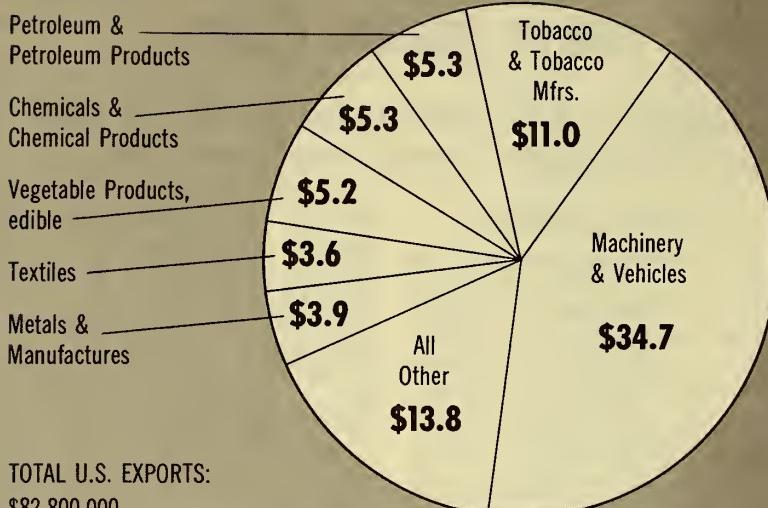
With a few exceptions, businessmen in Kuala Lumpur, Kuching, and Singapore seem less concerned about the Indonesian "confrontation" than most thoughtful Americans I talked to before leaving the United States. The cut-off of trade between Malaysia and Indonesian ports has caused some unemployment in Singapore; however, businessmen there are reacting in their usual resilient fashion. The issue does not seem to offer any reason for U.S. firms to lay aside plans for doing business in Malaysia.

"Priced-out-of-market" myth

Although I don't have the detailed market data upon which any sensible businessman contemplating this market would insist, I'm convinced that the "priced out of the market" line is at least largely a myth. If American products are priced out of the market many people here don't know it. For example,

U.S. EXPORTS TO MALAYSIA/1962

(In Millions of U.S. Dollars)



in interviews with prospective distributors of U.S. items at our various Trade Information Centers, we were repeatedly asked for information about men's and women's clothing lines, items available from Hong Kong and Japan in large quantities and at any price. Again and again when I asked about price problems, I was told that U.S. lines, both high-priced and lower-priced, sold against cheaper competition on quality and consistently fresh styling.

We found U.S. refrigerators, T.V. sets and electric irons side by side with less costly Japanese models in stores from Singapore to Sandakan. We frequently saw Kodaks and Agfa cameras shoulder-to-shoulder with comparable Japanese and German makes and in nearly equal numbers. The Japanese cameras were always lowest; the U.S. models highest.

Consistent advertising of American products also belies the high price theory. In three days' accumulation of local papers I found Heinz tomato juice, a quarter page for G.E. appliances, another for Westinghouse window air conditioners, from 140 to 300 lines for Parker's Quink, Flit, L&M's and Ipana and a half page for Colgate's tooth paste. And in an apparel shop ad I found Jantzen knitted blouses leading the list of ladies ready-to-wear, shirts and ties, Hickock belts, and Lee Rider cowboy jeans occupying most of the "gents" wear column.

Many Malaysian buyers lean toward British goods because of habits established during the colonial period. A number of businessmen told us, however, that they would like to see much more U.S. merchandise in the market as quality competition for the British and Japanese.

The preferential tariff arrangements Malaysia extends to some Commonwealth products puts us at a disadvantage for these items. (There is no tariff on the very substantial imports for use of State and Federal Governments.) Higher freight cost from the United States than from Japan, Australia, and much of Europe is frequently a troublesome factor. The overriding facts, however, seem to be:

► U.S. quality has a fine reputation throughout Malaysia. Everything American seems to be well-received.

► U.S. products are selling now—often regardless of higher prices.

► U.S. businessmen are daily producing new ideas and new products which are unknown in Malaysia and which can be sold there under patent and trademark protection.

► The market is not Malaysia alone. The free ports of Singapore (the world's fifth largest) and Penang also serve a large part of Southeast Asia as well as parts of India.

There is plenty of indication that only distance and the consequent lack of knowledge of the market will keep more

U.S. firms from going to Malaysia now that most import restrictions have been removed. For any company with an appropriate product line, I strongly believe that now is the time to prosper with Southeast Asia.

Who will do your selling?

For U.S. businessmen who are not in a position to establish their own offices or plants in Singapore or Kuala Lumpur, any U.S. Department of Commerce Field Office can supply a list of potential distributors for your products in any of the larger cities. Many of the larger, older firms are very much in business and might do an aggressive job for you. Reputable smaller and younger Malaysian distributors with fewer lines should give your product sales and service effort because they have fewer lines. Many of the newer "traders" who are precluded from the big name brands by the older firms are actively looking for competitive products of good quality as part of an overall effort to take business away from the older "order-takers."

If your line will support a salesman in Malaysia, you ought to have one. He ought to be able to read and speak Chinese; a knowledge of Malay is desirable, however. Most Malay businessmen speak English.

The next best thing is a salesman paid a small basic draw against commission by two or three or four non-competitive American companies in the same general field—lawnmowers, electric handtools and chain saws, for example. The salesman thus has some security during his break-in period. He is concentrating on a few types of outlets but has a good spread of products. The cost to the U.S. manufacturer is small.

Where feasible, licensing arrangements hold many advantages for all concerned: The U.S. manufacturer makes a profit on his equipment and earns a continuing royalty. He may also sell raw materials. His sales costs in Malaysia are minimal. Patent and trademark protection are available.

The U.S. balance of payments is helped by the sale of equipment and materials and the receipt of royalties. Once the equipment has been paid for, the Malaysian balance of payments is helped by the fact that it is no longer necessary to import the item. The Malaysian consumer buys the item at lower cost.

If it is a new industry, the Malaysian licensee may receive "pioneer status" from his government. This means up to 5 tax-free years of production and other concessions in some cases.

Plenty of capital is available in every

city in Malaysia to support a new enterprise under license. There should be no significant credit problems. But technical know-how is important. If you plan to enter a licensing arrangement, include in your cost estimate proper training for the licensee or his production man, either in the United States or in Malaysia.

No mystery about the market

Basic techniques for selling the Malaysian market are no different from those at home. Insurance is available through your local bank under the Foreign Credit Insurance Association program. Sixty- or ninety-day payment periods are customary and do not necessarily reflect weak credit on the part of the distributor but relieve the buyer of tying up capital while goods are in transit.

Patents are issued under British law. Registry is temporarily in London. Trademarks are registered by the individual States of Malaysia. Your U.S. Department of Commerce Field Office can get you full information for Malaysia.

Quality should be the best. No seconds and no out-of-date merchandise should be shipped to this market without giving the importer every chance to decide whether or not he prefers the latest merchandise. Good packaging is of importance too.

Prices should be rockbottom. Invest in your product's future in Malaysia by giving it every chance in the beginning.

Delivery should be prompt . . . and don't turn down small orders at the beginning. Give your distributor the same chance to feel his way that you'd like to have in similar circumstances.

Take a trip!

Promotion is necessary. There are good, live media for the purpose, including several very readable newspapers in English, Tamil, Malay, and Chinese. The largest Chinese paper has a circulation of over 100,000. Radio stations are in all larger cities. Singapore has TV, and it's coming soon to Kuala Lumpur. A Singapore advertising agency would probably be a good idea.

Empathy is even more necessary than in your daily affairs at home—because your prospect or customer is so far away. Answer his letters promptly and fully.

Of course the best way to decide whether or not this market promises added profits for your company is to see for yourself. If you make products which are suitable (and most are) why not plan a trip? Be sure to let your U.S. Department of Commerce Field Office know well in advance. They will line up potential distributors or licensees for you.

Malaysia offers opportunity for sale of U.S. industrial and agricultural equipment

In face of strong competition, aggressive selling is needed; technical, management know-how welcomed

By FRANK M. CRUGER

An expanding opportunity exists in Malaysia for the sale of U.S. industrial and agricultural machinery and equipment.

Strong Japanese and European competition often underbids U.S. products, so an aggressive selling campaign is needed. It is also necessary to match short and long-term credit. Fortunately, help is now available through insurance offered by the Foreign Credit Insurance Association.

American products are no more expensive than those of our competitors when quality and length of life is considered. Unfortunately, price is too often of first importance in this area. The U.S. businessman can do a selling job.

Meetings with about 200 businessmen, trade organizations, and Government officials in Kuala Lumpur and Ipoh were of value in appraising business prospects in the area comprising the old Federation of Malaya (the Malay Peninsula, not including Singapore). Machinery and transport equipment are supplied by the United Kingdom, West Germany, and Japan as well as the United States.

One U.S. air-conditioning manufacturer has established a small assembly plant in Kuala Lumpur. The high quality of U.S. air conditioning equipment is well accepted in the market, with price only a secondary factor. The Federation is mainly an importer of manufactured goods, machinery, transport equipment, some crude raw materials, mineral fuels, and chemicals. Foodstuffs are also an important import.

Although the United States is at a disadvantage on some goods due to a preferred tariff status for Commonwealth suppliers, Malaysia welcomes American trade and investment opportunities. There is no history of violent change in policies that would adversely affect investment. Assurance against both expropriation and currency inconvertibility is current policy. Free enterprise flourishes.

The opportunity for selling U.S. machinery and equipment would be much improved if inquiries from foreign prospects were followed up with a stronger sales approach. Too often U.S. manufacturers have been negligent of the sales possibilities and have sent only a catalog and a price list, in contrast to some of our foreign competition who have a salesman on the job or at least present a good case through correspondence and telephone. Unfortunately, U.S. manufacturers sometimes have not even answered correspondence from foreign inquiries.

Pioneer industry status—(selective relief from income tax and the provision of other investment incentives)—is granted to a company which can satisfy the Minister of Commerce and Industry that it is to Malaysia's interest to encourage its establishment. Fulfillment of these conditions will entitle a firm, when it begins full-scale operations, to total tax relief from the existing 40% company tax, for a period determined by the amount of fixed capital invested.

Among products currently manufactured under pioneer status are: Agricultural machinery, cement, asbestos products, bolts and nuts, electric cables, insulating and acoustic materials, lawn mowers, matches, metal containers, sugar refining, flour milling, a paper mill, two oil refineries, an aluminum rolling mill, an iron and steel works, and others that may prove attractive to U.S. business interests. Protection of the market for locally manufactured goods is Government policy. Foreign investment is particularly welcomed when it brings with it technical and management know-how which will add to the basic development of the country.

Distribution

The trade of Malaysia, both external and internal, is dominated by large agency houses. The larger firms, about 15 and European-owned, are local selling agents for foreign manufacturers, usually on an

exclusive basis. They deal in everything from heavy engineering equipment, sold on commission, to consumer goods purchased outright, stocked locally, and resold to wholesalers and retailers. Finding a suitable agent is a matter of great importance for distribution of goods. Wholesale outlets in the country are often also the retail outlets.

2d five-year plan

The Federation of Malaysia is in the midst of its Second Five Year Plan (1961-1965) which seeks to expand income and employment through the improvement and diversification of agricultural production and encouragement of industry. Private enterprisers are expected to carry the burden of industrial development, Government support being mainly in terms of providing infrastructure (clearing building sites, installing utilities, etc.) and incentives.

Financial aid to businessmen is available from several sources. The Government has helped to finance Malayan Industrial Development Finance, Ltd. (MIDFL), in which the International Finance Corporation (IFC) and a number of commercial banks (including American banks) and insurance companies are stockholders. The lending power of MIDFL was raised considerably, recently, by a US\$8 million loan from the World Bank. MIDFL gives long-term plant and equipment loans, underwrites new stock offerings and provides prospective investors with financial and technical services.

MIDFL seeks to promote small manufacturing and processing plants. Small businessmen who may wish to manufacture a needed product can apply for a site in a Government industrial park (called industrial estate in Malaysia) and then apply to MIDFL for a plant erection loan. The cost of suggested factory buildings ranges from M\$30,000 to M\$50,000. Preference is given to local building materials, but if imported materials are needed, dealers are favored who carry a local stock.

MIDFL offers to provide brief feasibility studies of proposed industrial projects. In connection with the organization of overseas joint ventures, it offers to provide free initial studies on request. It can assist in commissioning independent market and industrial surveys when a potential investor wishes to proceed further after initially surveying local conditions. In some instances it is willing to share the cost of such market and industrial studies if they are made on behalf of an actual loan applicant. It can advise on Government regulations and local



TRADE INFORMATION CENTER: Mission members held personal interviews in Malaysia and Singapore.

sources of capital. It takes no direct part in the management of enterprises.

Earthmoving, logging machinery

There is a substantial market in Malaysia for U.S. earthmoving and logging machinery. Such machinery is now being sold mostly through large agency firms which have been operating in this area for many years and are highly regarded for their ability to service equipment after the sale, and which can serve as a source of spare parts when promptly needed. The major earthmoving equipment manufacturers are well represented in Singapore which provides coverage also of some other areas, such as the states of Sarawak and Sabah in Borneo which are actually the largest areas of timber production.

There has been a growing market for

what are called "spurious parts" in the earthmoving machinery field—some from the United States and some from Europe. The tremendous volume of spare parts business for these machines has attracted spare parts makers other than the original equipment manufacturers. The "spurious parts" suppliers, however, generally sell just high volume items and do not stock the many miscellaneous spares for a complete job; hence the assertion on the part of large agency houses that the "spurious parts" suppliers do not really service the needs of the trade.

Logging machinery also makes up a large part of the industrial machinery needs in the Singapore area. There should be a continuing demand for logging machinery in view of increasing activity in the timber areas of Sarawak and Sabah. Numerous rivers provide a high-

way for loggers from the interior and an inexpensive way of moving logs to the sea where they are lightered to ships.

There should be a growing market for used logging and earthmoving machinery as new operators entering the field often cannot afford new equipment but can operate efficiently with first-class used machinery. It is important that U.S. firms offering used machinery for sale be certain that they provide value received; failure to do so will reflect unfavorably on the entire U.S. exporting community.

There is considerable need for adequate machine shop facilities for repair and maintenance of machinery in the Singapore area. Ship needs are well covered by the Singapore Harbor Board facilities which will accommodate all but the largest ships. Also, there is a need for establishment of a complete tool and die shop to train tool and die makers.

Machine tools needed

The Singapore Economic Development Board plans to establish a light industries service unit consisting of equipment for a complete tool and die, jig and fixture shop, and is in the market for U.S. machine tools and heat treating furnaces plus other tool and die shop needs to make it complete. They will have need for a supervisor from the United States to teach the use of U.S. machines to technical students and are prepared to pay half the cost of such a supervisor if one could be found on loan from the United States. Machinery and equipment for the shop would be purchased from private U.S. machine tool sources.

Apart from the expansion and replacement requirements of existing industries, an important market exists for supply of plant equipment and machinery to 119 new industrial enterprises (small firms) which have pioneer (tax exempt) status in Singapore. Several of these firms have already started but most are still in the planning stage. Machinery and equipment in many cases remains to be purchased. Beyond the promotion of larger enterprises, the EDB through its Light Industries Service Unit (and with technical assistance from the United Nations) provides a variety of services to about 2,000 small industrial manufacturing and servicing firms in a variety of industry. These services include advisory assistance in technology and management, and involve both training and demonstration.

U. S. manufacturers of machinery and other equipment may wish individually or collectively to exhibit and demonstrate their equipment in Singapore. The EDB has suggested the following list: Tool and die making equipment; heat treating

equipment; sheet metal equipment; machine tools specialized equipment for manufacture of builders hardware forging tools; plastics machinery; pharmaceuticals equipment; food industries electroplating equipment; high pressure die-casting foundry for aluminum alloys, brass, and zinc; woodworking machines; packaging machinery; and machinery to make paper products. In addition EDB is interested in the reconditioning of auto engines and possible licensing for the manufacture of sheet (window) glass.

The Economic Development Board emphasizes that Singapore provides a good prospect for various types of machinery assembly, especially pumps, internal combustion engines (both land & marine), motors, farm implements and farm machinery, and sewing machines. Local partners with adequate financial resources and some experience in machinery assembling are available, if required.

EDB would be interested in hearing from U.S. firms which may be interested in establishing plants through investment or as a joint venture for the following: Fiberglass products, carbon black and acetylene black, aluminum exterior trolling, paper and paper products, polyurethane foam, TV and radio assembly, copper wire and cable, fishmeal and chicken feed, fire extinguishers, industrial belting, and iron ore loading.

Mostly small business

Probably 98% of all business in Singapore is considered small business. The larger industries are mostly under British or Chinese (Malaysian-Chinese) operation. The vast number of wholesale and retail establishments, as well as the service trades, are largely Chinese.

A new plywood manufacturing plant has been set up in the Jurong industrial estate (near Singapore). The latest U.S. machinery for production of veneer and plywood will begin operations in March 1964. Malaysian timber will be used.

The United States is a major importer of tin and rubber from this area. The possibility of selling U.S.-built tin mining equipment should be further explored. Tin mines are similar to strip coal mines in the United States. They use dredges to extract tin from surface areas. There is also a large wire rope business. Wire rope is now supplied from the United Kingdom.

Imports from the United States into Singapore accounted for only about 5% of the total imports in 1962. The most important imports from the United States were tractors, industrial machinery, cigarettes, textiles, and other manufactured

items. Stiff competition exists from the United Kingdom, Germany, and Japan. U.S. sales have benefited from the fact that Singapore is a relatively high-income, quality-, and brand-conscious market.

Climate favorable

The favorable business climate provides American and Malaysian industrialists, equipment distributors, and wholesalers with an opportunity for establishing mutually profitable relationships. There are opportunities to expand old industries and to establish new industries with the possibility of selling U.S. equipment. A favorable climate exists for the establishing of distributors and dealers for a variety of U.S. goods. Financing is available for joint ventures with U.S. firms as well as licensing arrangements. The long-time stability of the area should attract U.S. investment. The free enterprise spirit of Malaysia in general indicates a closer business attachment with the United States.

The Chambers of Commerce, service clubs, and private businessmen in the Borneo state of Malaysia appeared much interested in more two-way trade with the United States. U.S. exports to Sabah in 1962 totaled US\$13 million while U.S. imports amounted to less than \$2 million. The main exports from this area are rubber and timber. Imports from the United States were mostly tractors and air conditioning and sawmill machinery. Some rubber is sold to the United States. Timber is sold chiefly to Japan where it is made into plywood, some of which is sold in turn to the United States.

Want U.S. know-how

U.S. businessmen are encouraged to build plants to manufacture plywood and to cut veneer on a large scale. Businessmen of sound financial background would like to enter joint ventures with U.S. investors but point out they want U.S. know-how in addition to venture capital. Pioneer status for industries is available and this tax advantage over a period of up to 5 years would assist the profit possibilities at the start.

Excellent opportunities are available for distribution and many of the leading agency houses are interested in U.S. lines on a stocking-distributor basis. Additional outlets are being set up by local businessmen.

As a good part of the distribution is controlled by Singapore agencies with branches in Sarawak and Sabah, it appears that additional competition from local distributors is the near-term prospect. A substantial number of wholesalers and small businessmen who will endeavor

to enter this field are adequately financed. There has been a marked increase in overall building activity and prices of imported materials have held steady because of increasing competition in the wholesaler field.

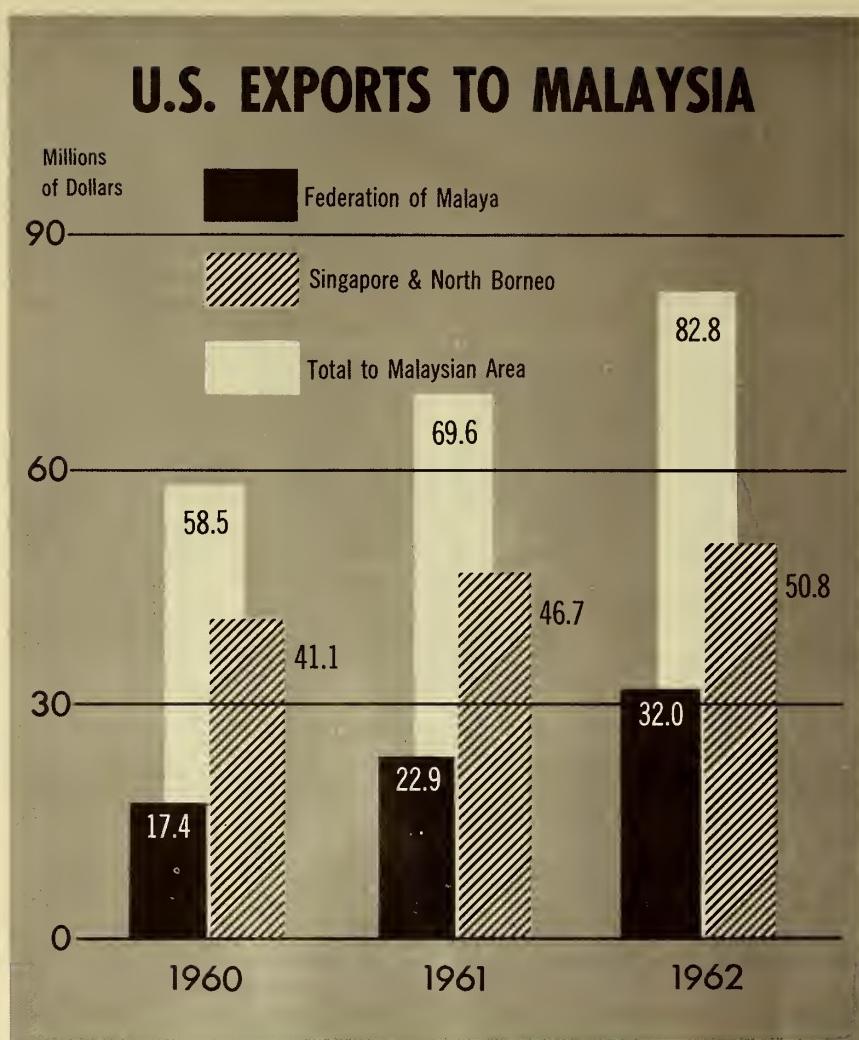
Electrical distribution and transmission systems are standardized at 22,000, 11,000, 6,600, and 400/230 volts a.c., 50 cycles; 230 volts, 50 cycles, a.c. current is standard and there is no 110-volt current as in the United States. Appliance manufacturers can easily meet these voltage requirements; however, it must be remembered that Sarawak and Sabah total less than 2 million population. There is a growing production of palm oil, and machinery for extracting palm oil will be needed on a larger scale in the near future. Stone, coral sand, and clay are the only minerals exploited in Sabah at present.

One large (British) agency house stated that more than 2 million feet of wire rope are used in this area annually, adding that it knows of the high quality of the U.S. product but found the price somewhat higher than in the United Kingdom. Wire rope is used in logging operations. The opportunity to sell quality U.S. wire rope based on high performance at a slightly higher price is apparent.

Farm tractors

The need for small and medium size farm tractors seems to be increasing, because of the plan for growing vegetables in the highlands which have a temperate climate in contrast to the coastal and low elevation areas which are tropical.

On numerous occasions interest was expressed in a variety of U.S. manufactured products such as axes, hammers, screw drivers, levels, cement tools, carpenters tools, electrician's tools, builders hardware, hinges, locksets, door checks, freezers, air conditioners, fire fighting equipment, machinery for laying asphalt on roads and airport runways, outboard motors, light woodworking and light metalworking machinery, steel and aluminum window and door frames, portable chain saws, portable gasoline engines,



high speed woodworking machines for moldings of many shapes, and other items.

Although British industrial products predominate there is a high regard for U.S. quality. Some U.S. products are well established including such names as Caterpillar, Carrier (air conditioning), General Electric, Allis Chalmers, Case, Ford, International Harvester, and others. Medium and small manufacturers in the United States can enter this market, however. English is the common language, and catalogs and instructions can be easily read and understood. An expanding fishing industry in these areas indicates a continuing need for freezing equipment and general refrigeration.

In Sabah the principal occupations are smallholding agriculture, estate work, timber production, fishing, small processing industries, building, transport, and commerce. Industrial development is mainly in the primary processing of rubber, hemp and tobacco, extraction of cutch from mangrove bark, and the saw-milling of timber.

In discussions with Government Officials throughout Malaysia, a considerable interest was displayed in the U.S. Tools for Freedom plan. Under this scheme used and new mechanical handtools and wood and metalworking machinery are made available on a "no-cost basis" for technical training schools in certain qualifying countries.

Malaysia presents many faces (all good) to members of U.S. Trade Mission

Widely differing segments of new nation offer different kinds of business opportunities to U.S. traders and investors

By GEORGE H. PAUL

My particular purpose in joining the U.S. Marketing and Industrial Development Mission was to explore the possibilities that exist for overseas investment, joint-ventures and licensing. I found that there are many such opportunities.

The Mission took along approximately 400 business proposals, including offers from American firms to invest in new industries. Many businessmen representing small, medium-sized and large enterprises came to us with counter-proposals and many of them have already established contact with U.S. firms inviting concrete suggestions on doing business in Malaysia on a joint-venture basis.

The Mission's first call was made in Kuala Lumpur, the capital city of nearly half a million inhabitants.

The 2 dozen businessmen with whom I spoke in Kuala Lumpur had a genuine interest in American products and know-how. They earnestly desire to build up their economy with the aid of experienced American businessmen. They did not just ask for aid, however, they also offered their know-how and services, which, in my opinion, will be of great benefit to many firms in the U.S. wishing to get established in Malaysia.

Most of Kuala Lumpur's growth took place during the past 10 years. Over that period fine modern buildings, including hotels and office buildings, have been erected in this rapidly growing town that will expand further, offering excellent opportunities to U.S. investors.

Businessmen in Kuala Lumpur are interested in importing American products such as motor-cycles and parts, construction equipment, criminal detection devices, ball-point pens, paper napkins, window coverings, paper making machinery, general consumer goods, pharmaceuticals, food-stuffs, cosmetics, rock phosphate for making fertilizers, sporting goods, freighters, tankers, passenger liners, helicopters, building materials, canned fruit, diamond cutting tools, nylon pipe fittings and many other items.

Others have offered to export many different products, such as pepper, curry powder, rubber and tin (Malaysia's chief export items), also essential oils, "Batek" (batik) materials, crocodile leather goods, and various other commodities.

There are also offers from Kuala Lumpur firms wishing to make metal or wood sign boards on a joint-venture basis with an American company. This is an opportune time for such a business for many Chinese, Indian and English signs will soon be replaced or supplemented by signs in Malay, the national language of Malaysia.

Documentary films

Others would like to produce documentary films on a joint-venture basis, to be distributed in the U.S. These films would describe Malaysian activities and national sports. These proposals should be of particular interest, as they will help support the ambitions of this new nation and further a better understanding between the U.S. and Malaysia. They may also stimulate tourism.

Tourism needs development in Malaysia. New hotels offering modern conveniences are being built throughout Malaysia, and jet airliners will soon transport American tourists even to the most remote areas of the country. In my opinion, there are few places in the world—and I travel a good deal—that can offer more in the way of scenic beauty and distinctive flavor. An organized and well designed program for the development of tourism that will preserve national customs could mean a welcome boost to Malaysia and enrich the lives of countless Americans who have stayed away either because transportation was not to their liking, or because they wanted air-conditioned hotels, swimming pools and other comforts.

Singapore, with a population about 4 times that of Kuala Lumpur, is a city with bustling traffic and tremendous commercial activities. Of the many businessmen with whom I talked interests ranged through timber, rubber, coffee, spices and

various other items for export to the U.S. In return, they would like to purchase a wide range of consumer goods and food from the U.S., including: nylon mosquito netting, cameras, textiles, educational supplies, shirts and underwear, canned grapefruit, raisins, pharmaceuticals, toys, paint coatings, cosmetics, motor scooters, interior decorator items, and many other products.

Great interest

There is great interest among businessmen and manufacturers to have American financial participation in many new ventures.

One Singapore manufacturer would like to drain and reprocess waste lubricating oil which can be treated in a manner that will render it suitable for re-use. Another Singapore firm requires earth-moving and mechanical handling equipment for contract work. The same company is interested in harbor clearance, salvage and construction of shipyards.

Another Singapore firm invites U.S. participation in setting up laboratory facilities for product analysis and soil testing. Still others would like to have American companies invest in local production of rust proofing chemicals and similar products. One firm would like to mine clay ("Kaolin"), and a shipping company hopes to start a line of tankers for transporting oil.

Services, too

I also had conversations with engineers, chemists and other specially-trained men whose companies can offer a service rather than a product to American firms wishing to have their own products analysed or desiring to have local products and raw materials tested on the spot.

These people can advise U.S. businessmen regarding the feasibility of joint-ventures with local firms. Several local bankers and other seasoned businessmen have offered to act as advisors or to make suggestions for profitable investments.

Other companies and individuals have expressed an interest in obtaining patents, trademarks and licensing know-how.

A number of businessmen in both Kuala Lumpur and Singapore indicated an interest in manufacturing American products under license. Most of them also invite American financial participation. In several instances, I succeeded in bringing together local manufacturers with engineers and other technicians who can help them develop special industries.

All sorts of incentives are offered by the Malaysian Government to attract American business and investment. I will not go into the details of these incentives,

as it would keep me from spelling out some of the other factors which are not readily available elsewhere. The Department of Commerce has sufficient information on hand now concerning tax and other incentives in Malaysia which is available to all interested parties.

From Singapore the Mission proceeded to Kuching, Sarawak; and to Jesselton and Sandakan in Sabah (formerly North Borneo). Although far less developed than Singapore or Kuala Lumpur, these areas offer some very special investment opportunities just because they are somewhat "off the beaten track." I spoke with about half a dozen Kuching businessmen who expressed an interest in importing American goods such as refrigerators, gas stoves, textile goods and other items. A license arrangement is requested for the production of DDT, cosmetics, detergents, and soft drinks. Kuching is a growing town, and one of the subjects discussed in detail was a combined hotel and shopping area to be constructed in the near future. A modern hotel in this town could attract many tourists and help develop trade.

Land development

Conversations with businessmen in the Sabah area convinced me that the best opportunities are in agricultural and other land development projects. British trading companies are still the leaders in the business communities of that part of Malaysia. Long conversations with some of their executives revealed that they are not at all averse to doing business with American companies in spite of the competition they may offer to their own product lines. In this vast area there is enough land for everyone; those who have the foresight and know-how can make a substantial contribution to the development of Sabah and reap the fruits of their efforts within a short time.

British, Chinese and Malaysian timber contractors and land-owners were our most frequent visitors in Kuching, Jesselton and Sandakan. The Government usually leases land for a period of 99 years and the U.S. Trade Mission to Malaysia received several offers from people who have such land available for cultivation. The land lends itself well to the planting of oil palms, coconut palms and bananas and can also be used for planting rice or raising cattle.

A careful analysis by prospective investors of the opportunities in Sabah will, in my opinion, result in a definite desire to support the landowners, financially and otherwise.

U.S. merchandise well known for quality but exporters face marketing problems

Must cope with Malaysian preferential treatment of some Commonwealth goods, variety of languages and interests

By LESTER L. WOLFF

Unfortunately, too little is known by the American community about Malaysia. It's surprising, though, how much Malaysians know about us. Much good has been done by American periodicals in spreading the word about our way of life and the merits of "made in U.S.A." merchandise.

Our consumer products have a tough row to hoe in Malaysia. One of the prime reasons for this is the Commonwealth preference which puts us at a price disadvantage on some kinds of goods. So important is this preference in some cases, that in one Kuala Lumpur plant we visited a joint venture of a U.S. and Malaysian company not a single raw material used in production of the finished item was of American origin—only the equipment. This situation was not by design apparently, for acceptance of American quality is almost universal; but freight costs and the preferential treatment afforded Commonwealth goods made it uneconomical to "buy American".

There are opportunities, and good ones, however. They are limited only by the creative ingenuity of the seller. For the most part (with the exception of Singapore) the country is in the pioneering stages of development. Many small shops dot the community.

Aggressive firms

Direct communication with this great number of small shops is difficult, if not impossible, except through trading companies. Some of the large trading organizations were extremely aggressive in seeking out new lines to round out their already extensive representation.

Many of these firms, however, already handle items that may be competitive with the U.S. product seeking distribution. One way to circumvent this is to seek out the newer traders who, though they may be small, will give greater emphasis to an individual consumer line.

Each town has what is called a department store and a supermarket. Only a few would fit a stateside description of the term. A 10,000 square-foot super building in Kuala Lumpur should be ready shortly. Here—to emphasize the

uniqueness of this market area—Cold Storage, which owns 22 general grocery stores throughout the Federation and a supermarket in Singapore, has joined forces with Fitzpatrick's which owns the only other supermarket in Singapore, to erect the new market in Kuala Lumpur. Cold Storage and Fitzpatrick's both have excellent sites in Singapore—each about 7,500 square-foot with multistory selling units and ample parking.

Sarawak and Sabah have individual superettes—Ting Ting in Kuching and Gardenia in Jesselton.

On the general merchandise side, only Robinson's, which operates good sized units in both Kuala Lumpur and Singapore, can be classed as a department store handling a wide range of goods, chiefly from the U.K.

Racial harmony

A factor much in evidence is that several races live in harmony throughout Malaysia. Malays and Chinese predominate; Indian, European and indigenous groups form minorities. Marketing is complicated by the differences in language, religion, diet, interests, and desires of each ethnic group. Marketing problems are particularly apparent in the food field where religion and ethnic demands pre-determine much of the goods sold. Each, too, has its own market section of town devoted to its own preferences.

Communication also presents difficulties: To reach these different peoples requires advertising in a varied group of newspapers in each area as well as multilingual radio advertising where available. Thus, selling U.S. consumer goods is more difficult as the weight of advertising must be distributed over a wide area of many small markets.

There is, however, a good total market. One of the highest standards of living in Southeast Asia gives us a target that we cannot afford to overlook.

Licensing, joint venture

As the major portion of the merchandise sold at retail is now imported, opportunities are excellent for licensing and joint ventures. The Pioneer Industries Act applicable to new basic products

Market profile—Malaysia

Area: 127,803 square miles. Component areas, Moloya, 50,700; Singapore, 215; Sabah (N. Barnea), 29,388; and Sarawak, 47,500.

Population: About 10 million. Component areas—Moloya, 7.25 million; Singapore, 1.73 million; Sabah, 454,000; and Sarawak, 77,000. Racial composition: Moloya, 4 million; Chinese, 4.3 million; Indian and Pakistani, 953,000; other, including indigenous of Barnea and European, 914,000.

Major commercial centers (population in thousands): Singapore, 1,400; Kuala Lumpur, 365; Penang, 175; Ipah, 80; Kuching, 50.5; Sondokon, 28.8; Jesselton, 21.7.

Currency: Malayan dollar, equal to US\$0.33. Currency is stable and fluctuation is slight.

Per capita income: US\$285 for Moloya; \$266 for Moloya; \$433 for Singapore; \$233 for Sabah; and \$183 for Sarawak.

Gross national product (in millions of dollars): 1961 at market prices, \$2,883. Moloya, \$1,907; Singapore, \$733; Sabah, \$100; and Sarawak, \$183.

Salaries and wages: In Moloya, unskilled factory, \$30 to \$35 per month, plus fringe benefits; managerial, \$350 and up; salesmen, \$165 to \$200, including commissions. Wages and salaries in Singapore are slightly higher than in Moloya.

Motor vehicles: Registration 1962, estimated, 405,200.

Radio Sets: 715,000 licensed sets; an unknown number of unlicensed sets are believed to be in operation.

TV sets: Television introduced in Singapore in February 1963; registered sets August 1963, 16,000. Television scheduled for inauguration in Moloya in December 1963.

Electricity—Consumption in millions of kilowatt-hours: Moloya, 1,322.6; Singapore, 689.5; Sabah, 16.7; and Sarawak, 22.4.

Value of foreign trade (1962) (in millions of dollars): Moloya-Singapore imports, \$1,604; exports, \$1,457. Sabah imports, \$79.6; exports, \$78.2. Sarawak imports, \$133.5; exports, \$135.1.

Principal exports (in millions): Moloya-Singapore, crude rubber \$664 and tin \$206; Sabah, timber \$41; and Sarawak, rubber \$24 and petroleum \$77.

Principal imports (in millions): Moloya-Singapore, foodstuffs \$331; petroleum products \$267; machinery \$229; Sabah, tobacco \$13; petroleum products \$6; Sarawak, rice \$7.4.

Principal trading partners: Moloya-Singapore, imports: Indonesia, United Kingdom, Japan, Thailand, United States, Australia, and communist China. Moloya-Singapore, exports: United States, Japan, United Kingdom, USSR, and Indonesia.

grants special concessions which make Malaysia extremely attractive to investors.

For investment Singapore must be treated as a separate entity, even though it is a part of Malaysia. The Economic Development Board, an aggressive and knowledgeable body, points up the opportunities, will make feasibility studies and loans, and will even make partial equity financing available.

Agriculture and fishing present some attractive opportunities. The government is eager to assist in getting local food industry started. Malaysia, importing a substantial part of its food needs and drawing heavily on the United States and Australia, presents a veritable food larder "gold mine", if prices are competitive.

Four new flour mills are going up to meet the demand for baked foods. For food processors in the United States, Sabah is a real challenge. Here, we are told, almost anything will grow—even vegetables of the temperate climate. This I would deem a good prospect for a joint venture.

Potential for consumer goods

In Kuala Lumpur and Singapore, vast new building projects will cause new concentrations of population that will again develop excellent retail and consumer goods opportunities.

A limiting factor is that immigration is not now being encouraged into the

states of Sabah and Sarawak. Since these are large sparsely populated areas where lines of communication are thinly drawn and population growth is about 3% per annum, this region may not be populated rapidly, although a large percentage of youth—50% are under 15 years of age—will be marrying soon and having new families.

U.S. appliances are in the stores in great quantity, but many Japanese and European appliances also are seen. It may be that we should examine some of our trade practices, as the chairman of one of the large trading companies suggested. He advised that:

► U.S. firms meet commitments regarding delivery dates, which are influenced by shipping dates. Because of the limited inventories carried and the distance involved, shipping schedules must be met.

► U.S. manufacturers pay continuing attention to maintenance and service once a sale has been made.

► Availability of spare parts is a prime necessity.

From the opportunities presented to us, we feel there is a good market for all types of food processing equipment; textiles for men's suitings and women's dresses, primarily the miracle fibers; both firsts and seconds, also cottons as a base for batik; new advanced retailing techniques including equipment; pharmaceuticals in bulk to be repackaged; branded electrical appliances, small and heavy; women's ready to wear (small sizes 5' 2" and under); glass, sheet and structural; concrete roofing tile; assembly of TV receivers; assembly of automobiles with a complete spare parts and service set up.

Establishing agents

Unless an agent maintains branch offices, it is recommended that separate agents be appointed for Kuala Lumpur, Singapore, Sarawak, and Sabah.

Adequate local counterpart financing is available. Many businessmen with whom we had contact asked us to find "any" good business where they could, in a joint venture, invest their money. Most needed is the joint efforts of American know-how and local businessmen to meet the challenge of the future for this great pioneer land.

BACKGROUND: Malaysian imports, tariffs, business outlook

Economic progress of Malaysia spurs optimism toward potential for expansion of U.S. trade

Diversification of economy, industrial expansion planned; time required, however, to develop essential skills

By CORNELIS J. GOINGA

*Commercial Attaché, U.S. Embassy
Kuala Lumpur*

The U.S. Marketing and Industrial Development Mission to Malaysia this fall was the first Trade Mission to this newly established country and believed

to be the first mission of its type to visit Sarawak and Sabah, in Borneo.

During their 4-week visit, Mission members talked with nearly one thousand Malaysian businessmen, bankers, and Government and other officials. Their efforts resulted in development of well over 400 Malaysian trade and investment opportunities for U.S. business, many resulting from the 392 proposals the Mission had brought with it from the United States.

The Mission left Malaysia with enthusiasm and an optimistic feeling over possibilities for expanding trade between Malaysia and the United States and increasing participation by U.S. firms in

joint ventures and licensing arrangements with Malaysian firms. Milton A. Berger, Director of the Mission, said on the eve of the Mission's departure from Malaysia, "I can assure all our friends and well wishers here in Malaysia that the story we will tell in America will be a good one."

Economic progress

The First Five-Year Plan for the Federation of Malaya, called the General Plan for Development, was adopted in October 1956 for the period ending December 31, 1960. Those years were momentous years in the history of the Federation of Malaya and the eventual establishment of the new country of Malaysia which came into being on September 16, 1963. Those 5 years, a period of political progress, included Malaya's independence on August 31, 1957, and the end of communist terrorism which in turn brought finally an end to the country's state of emergency. They were also years of significant economic advance. Total public investment fell short of the targets set at the beginning of the plan, but the short fall was small—only 15% out of the total public investment plan

of M\$1,150 million. Actual public investment was nearly double that of the preceding 5 years and private investment also far exceeded the levels of the period before 1956.

Investment in the private sector increased mainly in the manufacturing field. Measured in terms of horsepower, the number of machines and other installations in manufacturing establishments more than doubled between 1955-1959. The industrial policy of the Government provided substantial incentives to investors. Establishment of the Petaling Jaya industrial settlement near Kuala Lumpur proved to be an important instrument for attracting industrial development.

The Government also provided substantial tax incentives under the Pioneer Industry policy inaugurated in 1958. Under this policy, profits from enterprises which qualify as "pioneer" industries are exempted from income tax for a period ranging from 2 to 5 years. On the whole, the economic accomplishments during the period of the Plan were impressive, and resulted in a rising standard of living, financial stability, and worldwide recognition of the strength of the Federation's economy.

The First Five Year Plan was followed by a Second Five Year Plan, covering 1961-65. One of the Federation's economic problems was found to be the overspecialization and excessive dependence of the economy on a single product—rubber. This made the entire economy vulnerable to the year-to-year fluctuation of world rubber markets and the impact of



CORNELIS J. GOINGA



technological developments in synthetic rubber.

Provisions were made in the Second Plan to diversify the Malayan economy and to reduce its relative dependence on rubber. Within the agricultural sector itself this attempt takes the form of raising steeply the level of investment in irrigation of rice and other crops, oil palm development, rehabilitation of coconut areas, forestry, fisheries, and animal husbandry.

Vigorous promotion of industrial expansion in the private sector is also planned. However, the extent to which it is possible to establish new manufacturing activities or introduce new crops is limited by the time required to develop essential human skills and enterprise. Consequently a significant measure of diversification can only be achieved over a long period. The Plan's pattern of investment further reflects the primary emphasis assigned to developing additional land as well as development of social services, particularly health and education.

New country established

The careful planning, leadership, and hard work under the two development plans has paid off. Malaya's economy is stable and the country's standard of living is one of the highest in Asia. Against this background the Federation of Ma-

the author

In the Government service since 1947, Mr. Goinga has been with the U.S. Embassies in both Bonn and Paris, working on finance, trade, and economic matters. In 1961, he was assigned for 2 years to the Commerce Department in Washington as part of a State/Commerce agreement to give special commercial training to a certain number of Foreign Service Officers.

laya took the initiative which led to establishment of Malaysia on September 16, 1963.

The Federation of Malaya consisted of 11 states until Singapore, Sarawak, and Sabah (North Borneo) were added to form the new country of Malaysia. Malaya was already sovereign before formation of Malaysia, while the other three states gained their independence from British rule when they joined the new country of Malaysia, a member of the British Commonwealth in free association.

The states of Malaysia have a common currency, the Malayan dollar, which is pegged to the pound sterling, and Malaysia is a member of the sterling area. The Malaysian states have maintained a sound financial position. Total foreign exchange reserves of Malaya, Singapore, Sarawak,

and Sabah amounted to M\$3,800 million in 1962, equal to almost one year's imports of goods and services.

The promising growth of the manufacturing industry has been one of the highlights of recent developments in the states now forming Malaysia. Even so, industry is still very much a junior economic partner compared with traditional sources of income such as rubber and tin. In 1961 the manufacturing sector contributed about 7½% of the gross national product of the Malaysian territories and employed some 7% of the labor force. By comparison, rubber accounted for 18% of the GNP and 20% of all employment.

Of the states of Malaysia, Singapore is the most highly industrialized with 14% of its income coming from manufacturing, compared with the former Federation, 6%; Sarawak, 2½%; and Sabah, less than 2%.

Malaysia had a slow start in the race to industrialize, which can be partly explained by the advantages still held by traditional export products, and the absence, until recently, of protection for local manufacturers.

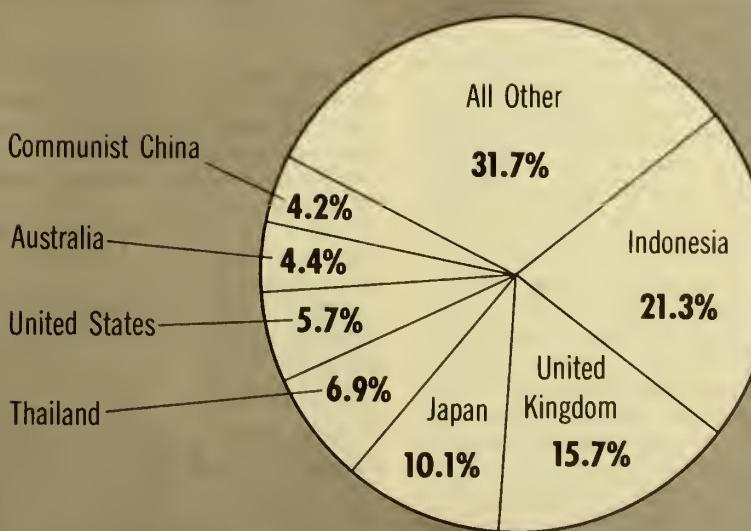
The pace, however, is quickening, aided by Government encouragement. Recent growth has been rapid, especially in the peninsular states (formerly Malaya). Between 1959 and 1961 the net value of output from industry in the then Federation of Malaya rose by more than 30%. In Singapore, recent growth has been less spectacular after a buoyant period from 1950-57. Output stagnated between 1957-1960, although growth has since resumed. In both Sarawak and Sabah there has been a steady growth of small-scale industry, based mainly on processing local agricultural products.

Industrial future bright

Industry is looking forward to a bright future with the framework of Malaysia and the proposed common market. One particularly important benefit of the merger is the increase in the size of the market for domestically produced goods. Opportunities can further be seen in the light of current imports, which include chemical products; manufactured food products; textiles; manufactured tobacco; machinery, transport equipment and many other items.

The four Malaysian territories now have their own separate policies and institutions for industrial promotion, although reportedly consideration is being given to establishment of a Federal Industrial Development Authority to co-ordinate plans for projects in Malaysia.

SHARE OF THE MALAYSIAN MARKET/1962 BY PRINCIPAL SUPPLIERS



Malaysia markets varied, promising; Singapore emphasizes industries; Borneo States stress agriculture

Young, intelligent leadership eager to modernize societies;
Trade Mission breaks ground, businessmen must follow thru

By ROBERT A. BROWN

Commercial Officer, Singapore

The U.S. Marketing and Industrial Development Mission to Malaysia was the first to arrive in Malaysia since the formation of the federation.



ROBERT A. BROWN

As elsewhere in the world, old ways are falling by the side and new methods are being sought.

Malaysia's young, intelligent and progressive leaders of Singapore, Sarawak and Sabah have recognized that in today's highly competitive world it is necessary to adapt to the changing times. In Singapore this means increased industrialization instead of concentration on entrepot trade; in Sarawak and Sabah mainly agricultural diversification and improvement.

Malaysia's potential capacity for industrial products is obvious to even the casual observer. The plans for a common market among 4 previously separate political entities have created a potential market almost as large as the Philippines and probably larger than that of Thailand.

In order to meet some of the demands of this new market, an emphasis was placed on industrial development a few years ago. Singapore, with its wealth of financial resources, trained labor and management skills took its first step in this direction in 1959 when a Pioneer Industries Ordinance was passed. Other important actions by the Singapore Government to encourage industrial development included organizing the Economic Development Board and establishing a

new industrial town and port at Jurong.

These are the foundation stones upon which the new industrialization is being built.

The transition from an economy based mainly on free port-entrepot activity to one based increasingly on manufacturing and processing raw materials is already underway in Singapore.

American businessmen must consider the effect this evolution will have upon opportunities for American trade and investment in Singapore. Another important question is whether or not American firms not yet engaged in business activities in this area will recognize the potential and take advantage of this new market.

The Trade Mission's enthusiastic reception by Government officials, businessmen and the press of Singapore, Sarawak and Sabah, is indicative of the basic interest in the U.S., its representatives and its products. The Mission's discussions with businessmen in these 3 States indicated that despite certain criticisms of U.S. business practices, there was no real barrier to increased commercial activity.

This does not mean that the American business community has been handed a blank check on a silver platter. It means that a rebirth of the ingenuity and ability historically displayed by the "Yankee traders" would probably pay the same kind of dividends to the businessman of today.

Despite the risks and the effort involved, their potential more than warrants a more intensive concentration in these 3 States. To assist in this activity, it would be wise to modify conference shipping rates which discourage U.S. exports. The removal of the out-station premium on Sarawak and Sabah shipments would also help.

Another method of increasing sales would be the direct hire of resident employees by large firms with diverse interests.

the author

Mr. Brown holds degrees from the University of Chicago and Georgetown's School of Foreign Service. He has been with the Foreign Service since 1949, and was assigned to Singapore in July 1963.

Smaller firms which cannot afford their own employee could join together with other firms handling similar but non-competitive products. The function provided by the combination export manager who handles a wide range of complementary lines could be duplicated effectively in Singapore. A resident employee of these firms could then devote all his time to an intensive application of the market rather than the short time now available to him on his annual round-the-world trip.

Express freighters to this part of the world from U.S. east and west coast ports would also help remove one of the present complaints about U.S. products: slow delivery. There are many other actions which could and should be taken; however, the important thing to remember is that Malaysia is in a period of change, and there is no reason for American businessmen to miss opportunities in the area because of inertia or inattention.

There is still no real alternative to the old-fashioned salesman's personal visit to a customer.

Which areas offer the best opportunities to American businessmen and investors? They are many and varied, representing as many categories as the "Business Proposals" brought by the Trade Mission.

The most important items are in the industrial equipment and machinery field. All sorts of opportunities are present for the different types of equipment needed in tool and die making; heat treatment; sheet metal working; machine tools; hardware manufacture; forging tools; plastics; pharmaceuticals; aluminum; brass and zinc die casting; woodworking; and packing.

Other areas of opportunity include electronic appliance assembly; steel fabricating; machinery assembling; automobile assembly; electric home appliance manufacture; a multitude of small industrial type products such as carbon paper, copper wire drawing; and flexible steel conduits.

The need for machinery, equipment and technical know-how is as great as it is varied. The opportunities for American participation in these operations through licensing, joint venture or contract have been documented, in many

eases, by the reports written by members of the Trade Mission.

Besides the powerful demand created by industrial development projects there are ample opportunities in the public development sector: housing, water supply, electric power, sewage disposal, earth moving and road building; requirements for schools, hospitals and other services.

Different picture

Sarawak and Sabah present a somewhat different picture than Singapore. Although there is a small amount of industrial activity based mainly on the use of local products, most plans in these 2 states center around agriculture. Agricultural equipment, produce storage equipment, palm oil processing, and road building and related equipment, are all musts.

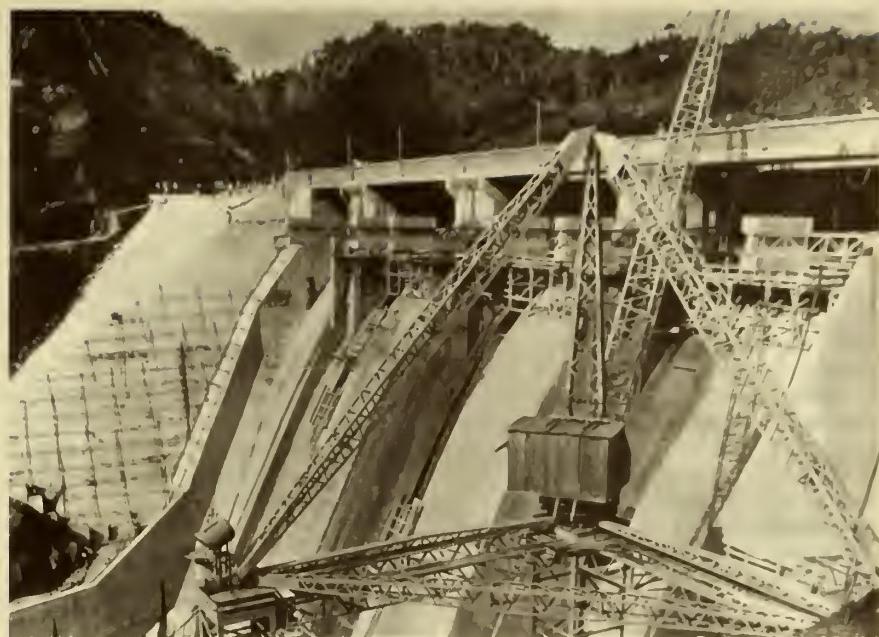
In the very near future the port towns of Kuching, Sibu, Jesselton and Sandakan and perhaps also Lebuan and Tawau will require additional facilities, including warehouses, produce handling equipment and utilities. Another important requirement, which will continue even if a better road network is built, is for small feeder planes and helicopters capable of landing in isolated areas separated from the populated regions by jungle and river.

The need for public sector services in the Borneo states is also great. There is also a potential demand for increased amounts of soft goods and other consumer products. However, the distribution pattern creates problems with these products, since each of the towns, with only its small immediate hinterland, represents a separate market.

Singapore serves much of the distribution function but transportation weaknesses add to the problem. It is here that the Singapore-based representative discussed earlier could coordinate shipments from a central point.

The commercial and investment opportunities found in Singapore, Sarawak and Sabah have only been touched by the Trade Mission. The reporting and documentation presented by the group is only the first step in the process. It will help create the necessary interest in the U.S. and perhaps initiate a new look, or even a second look, in this direction.

What is needed and expected by local businessmen is a follow-up to the talk and the words which have flowed so freely till now. If, to modify an old saying, one picture is worth a thousand words, then one business trip to Singapore, Sarawak and Sabah is better than countless descriptions. This will be the best of all follow-ups because it will enable 2 businessmen to do what they can always do best face to face, "get down to business."



DAM: Ringlet Falls Dam, in Malaya, is an example of industrial development in the new federation.

What U.S. firms can expect when they sell in Malaysia

Malaysians look at quality, credit terms as well as price; U.S. goods become "status" symbol, as incomes rise

Can American exporters find competent firms to represent them and sell their products in Malaysia?

They can and they do. Long-established importing and distributing firms have widespread trading activities involving many agency arrangements. They are willing to consider agency offers from interested and responsible U. S. exporters. Also, there is a growing number of smaller firms with good growth records and good reputations able to do a good selling job for American exporters.

Are Malaysian buyers price conscious?

Price is definitely an important factor in the growing competitive market. Malaysian buyers, however, are giving increasing attention to factors other than price—such as quality performance, delivery and payment terms.

Can American consumer goods compete in the Malaysian market?

Yes. American goods are becoming increasingly sought for their wide variety.

versatility, and quality. Also, there is a rising amount of "status" buying for which the Malaysians turn to American products.

Steady and substantial economic progress is creating a larger middle income group with rising incomes. American exporters backing good agents can win an important place in this new market. In addition, they can successfully challenge established foreign suppliers in competing for existing demands.

Are the climate and prospects good for American participation in Malaysia's growing industrial development?

The Malaysian government invites foreign investment in Malaysian industries, allows repatriation of capital and earnings, and provides incentives which include tax exemptions, tariff protection, and developed factory sites. Joint-venture participation is most common, with investment sharing and major reliance on foreign competence in industrial planning and technical aspects.

Malaysian prosperity hangs on world demand for tin, rubber

Price declines blamed for recent drop in Malaysia's trade surplus; nation takes steps to fight competition from synthetic rubber

Economic and political stability, and a free enterprise system with only little Government control are among the factors which characterize the Malaysian economy.

Despite some local apprehension over the future of natural rubber, the prospects for continued economic progress are considered excellent. Some elements in that bright outlook are the continuing smooth progress in industrial and rural development, a low rate of unemployment, and a high international credit rating.

Imports rise rapidly

An analysis of foreign trade data during recent years reveals a more rapid increase of imports than of exports, with a positive but declining trade surplus. The reason for the increase in imports lies primarily in the growing requirement of the Malaysian economy for machinery

and equipment for use in development projects. The slower rate of increase of exports is primarily related to the decline in crude rubber prices.

The prosperity of the Malaysian economy is largely attributable to that country's position as the world's number one producer and supplier of rubber and tin.

Most of Malaysia's tin and rubber comes from Malaya.

Sales of those materials to the United States provided Malaysia with considerable foreign exchange earnings with which to finance the purchase of capital and development goods, and to support what is perhaps the highest standard of living in Southeast Asia. Other exports of considerably less volume, but of great importance to its economy, were iron ore, timber, copra, palm oil, and canned pineapples. These products found markets primarily in Australia, Italy, Soviet Union, Hong Kong, Singapore, Japan, West Germany and the United States.

Due largely to heavy buying by the United States and Russia, rubber prices fell only slightly between 1961 and 1962.

Replanting program

Malaya has the most extensive rubber replanting program ever undertaken by any rubber producing countries. Malayan rubber, however, has met serious competition from foreign synthetic rubber, which has made even more spectacular strides in production. The Rubber Research Institute, in an attempt to cope with that competition, is striving to produce higher-yielding varieties of rubber trees than the present improved varieties. The results of that work, in combination with the rubber replanting scheme, are expected to be reflected in increased output beginning in 1966.

No. 1 Export

There are about 3.5 million acres under rubber cultivation, which is equivalent to 56 percent of the total cultivated area in the country. Rubber exports account for about 60 percent of the total export earnings of the country and a third of the Government's revenues is derived from the export duty on rubber and the taxation of the rubber industry.

The Soviet Union replaced the United States as the most important purchaser of Malayan rubber at the end of the first nine months of 1962 with direct sales to that country accounting for 16 percent of the total value of rubber exports. Sales to the United States accounted for seven percent. Other important buyers during the period were the United Kingdom, Japan, the Federal Republic of Germany, France, and Italy.

Tin Output High

Malayan tin mining companies, although upset by the drop in world prices in 1962, have continued producing at a very high level. In June 1963, there was a total of 695 tin mines, including 576 gravel-pump mines, 66 dredges and 53 other mines.

Missionaries

Sell Your Products Through U.S. Trade Missions Overseas, a 16-page booklet published by the Bureau of International Commerce, gives a thumbnail description of the purpose and operation of the Trade Mission Program.

Copies are available for 15 cents apiece from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.



FLOUR: Modern Malaysian flour mill, with its storage facilities, illustrate type found in the federation.

Malaysia aims at common tariff, common market

Malaysia's federation agreement calls for the breaking down of internal tariffs and other trade barriers, establishment of a common external tariff, and unification of the four separate economic and commercial areas into one common market.

Recognizing that this will take some time, it has been agreed that internal tariffs or other trade barriers will be immediately removed for all goods on which the same duties at present exist throughout Malaysia.

Common external tariff

A second major objective directly related to the first, is the harmonization and eventual unification of the different duty levels on imported commodities to establish a common external tariff. Present differences in duty levels are substantial. The Federation of Malaya's list of dutiable items is fairly large although rates are moderate. Singapore's list is small, while the northern Borneo areas have a somewhat larger tariff list, but with low rates.

Singapore protected

A third major objective in setting up the Malaysian Common Market is the protection of the entrepot trade in Singapore, Penang and Labuan.

Malayan duties

The Federation of Malaya levies specific duties on a few items but most duties are on an ad valorem basis. The duties are assessed on the dutiable value. The value of containers and other packing material is a component when determining ad valorem rates; in the case of specific rates, containers and other packing material are excluded in the determination. Duties are stated and paid in Malayan dollars at the time that the goods are cleared through customs. Conversion of foreign values is effected at the market rate. Customs surtaxes are not levied.

Singapore, Southeast Asia's No. 1 port, ranks also as commercial, financial hub

U.S. investment in local industry rises; terminal storage, oil bunkering attract bulk of American capital; island boasts 2400 manufacturing firms

For more than a century, Singapore has been the commercial and financial center of Southeast Asia. Its duty-free port and excellent harbor installations invite ships from all countries. The bulk of Singapore's commerce is in commodities which pass through the hands of the island's business community from a source outside Singapore and, often after minor packaging and processing, move on.

Commodities such as rubber, spices, copra, and lumber are sorted, graded, packed and processed to some degree before being shipped on to their ultimate destination.

Manufactured goods coming from industrial countries go through more or less the same process. Bulk shipments are broken down into smaller lots to meet the limited requirements of the countries of Southeast Asia. Many goods, especially vehicles and machinery, which arrive dismantled are assembled in Singapore.

The importance of Singapore in the trade pattern of Southeast Asia is based on the fact that it is the largest and best organized commercial and financial center in the area. It also has the facilities, expertise and experience to conduct multilateral trade, and has the storage and shipping facilities to conduct the movement of goods.

World's Rubber Center

Among the commodities that flow through Singapore, crude rubber is by far the most important single item. Singapore is the world's center for the rubber trade.

The bulk of the world's supply of high-grade natural rubber is produced in Malaysia, Indonesia, Thailand, and Vietnam. Rubber from these areas is to a large extent marketed through Singapore and shipped from there.

Singapore's overall trade volume is therefore very largely determined by the fluctuations of the volume and price of crude rubber.

Much of Singapore's wealth and continuing prosperity stems from the fact the island is a free port. For a long time the only duties levied were those on petroleum products, alcohol beverages and tobacco; these duties were primarily revenue-raising taxes.

Practically all goods from the United States enter Singapore under Open General (Automatic) License. Only items which are controlled for reasons of health, safety and morals need specific import licenses. Foreign exchange is freely available for current transactions.

Industrial Hub

The city also has an important industrial center. It is estimated that there are approximately 2,400 manufacturing firms on the island, giving employment to 54,000 workers, with an annual output equivalent to about US\$130 million.

Rubber remilling and processing and ship repairing have long been the major industries in Singapore. During 1961, 110,751 long tons of remilled rubber and 40,875 tons of ribbed smoked sheets were produced.

Beer and Biscuits

Other industries which are flourishing on the island include aluminum utensils; beer, stout, and soft drinks; building materials; paints; metal and paper containers; pharmaceuticals; coconut oil; cooking fats, and biscuits.

Most industrial establishments in Singapore are privately owned, with British, Chinese and American capital predominating. American capital investment in the island is growing steadily. The bulk of it is invested in terminal storage and bunkering activities of oil companies, but American capital is also participating in a number of other enterprises.

No. 1 Port

Singapore is the largest port in Southeast Asia, being used by over 60 major shipping lines serving every part of the world. Administered by the Singapore Harbor Board, all types of transshipping, storing and processing operations are authorized.

Warehouses are available at the board's wharves to accommodate all types of cargo, including special sheds for dangerous and "dirty" cargo. Storage for liquid latex, palm oil, coconut oil and petroleum products is also available. For the most part, goods requiring processing are brought directly into the city area to godowns, either by truck transport or via the Singapore river by lighters.

Import Charges

An import charge of \$0.59 per ton is payable by consignees on all cargo landed over the board's wharves. No store rent is charged to consignees if goods are cleared from the Board's godowns within 72 hours of the completion of unloading the vessel (Sundays excluded). Goods kept in store for more than 72 hours are charged approximately \$0.13 per ton for the first week; \$0.33 per ton for the second week; and approximately \$2.50 per ton for the third and subsequent weeks.

The port of Singapore is being enlarged under the Government's Four-Year Development Plan. The East Wharf development project will add nine deep water berths to the harbor by 1965, plus four new godowns, fuel oil, diesel oil and water services, and road and railway access routes.

10,300 Ships Annually

The port of Singapore handles an average of 10,800 ships annually. Of this total, 8,400 are engaged in foreign trade. During 1961, 18 million tons of cargo was handled at Singapore harbor.

The Singapore International Airport, seven and a half miles from the city, is one of the largest in Southeast Asia, with a runway of 9,000 feet. By 1964 it is expected to have a new modern terminal building and extended aircraft parking aprons and refueling facilities capable of servicing the largest jet airliners.

Singapore's imports from U.S. continue steady 3-year rise

Singapore's import of U.S. products continued to show both an absolute and relative increase during the first half of 1963. Imports rose to \$39 million, compared with \$35 million in the corresponding period of 1962.

The ratio of imports from the U.S. to total imports also rose from 5.2% in the first half of 1962 to 5.4% in a similar period in 1963, thus continuing its steady rise from the first half of 1960 when imports from the U.S. made up only 3.5% of the total.

The U.S. has continued in fifth place as a supplier of this market, preceded by Indonesia (whose export to Singapore are falling greatly due to Indonesia's economic boycott), the Federation of Malaya, the United Kingdom and Japan.

The U.S. continued to hold a dominant position in the Singapore market for in-

There are 15 major airlines which serve Singapore with regular flights to most parts of the world.

Marketing is channeled through old-line merchant houses, with headquarters in the United Kingdom or continental Europe and branches in Singapore; direct importers with headquarters in Singapore and buying agents or offices abroad; subsidiaries or branch offices of foreign manufacturers, which in some cases also are importers of noncompeting lines; local Chinese and Indian merchants who primarily import on their own account; manufacturers' representatives who collect orders for their principals and in some instances maintain repair and service facilities for them; and commission agents, who canvass the market for indent orders.

Merchant Houses

Some of the merchant houses are very large and have extensive interests in the rubber, tin, and other industries as well as in shipping, banking, insurance, communications, and other services.

Some of them import for their own account and maintain inventories. Others specialize in the distribution of selected products such as consumer goods. Still others control the distribution of a few commodities through their own sales organizations.

In former years, a substantial portion of the merchant houses' sales consisted of sales of consumer goods to dealers who in turn handled distribution. More recently the larger merchant firms have

industrial machinery, tractors, cigarettes and tobacco.

Imports of industrial machinery from the U.S. constituted 39% of all imports of this group in the first half of 1963, compared with 36% in the same period in 1962. Singapore's expanding rate of industrialization, and construction of public works and housing will generate increased requirements for these products, which U.S. suppliers may expect to provide in increasing quantities.

American cigarettes are also finding a substantially increased market in Singapore, with a growing preference for American-made cigarettes. Demand is also increasing for U.S.-origin tobacco leaf for use by an expanding local cigarette industry anxious to meet local taste requirements.

Imports of television sets have risen

been concentrating on industrial items such as heavy equipment.

Chinese Role

The Chinese play an important role in Singapore's marketing structure, as they control most of the import trade. Many Chinese businessmen act as both importers and wholesalers.

Inventories for local distribution and entrepot resale are maintained primarily of goods with a steady turnover, such as foodstuffs, beverages, tobacco products, building materials, petroleum products, some types of textile piece goods; and to a lesser degree, hardware, tools and implements.

Consignment stocks are accepted by some firms. Retailers sometimes carry speculative stocks in lines which they believe have a fast and profitable turnover, and in these instances they generally import directly, eliminating local middlemen.

Although the art of creating demand is not as well developed as it is in the United States, there are several advertising agencies and a few market research institutions in Singapore.

Ad Media

Advertising is conducted via newspapers, magazines, technical or trade journals, catalogs, directories, manuals, yearbooks, movie slides, direct mail, billboards, train and bus placards, calendars, novelties, souvenirs, fairs and exhibitions, demonstrations, and, now that commercial radio has come to Singapore, the airwaves.

considerably to supply requirements created by the recent introduction of television in the city and in the Federation of Malaya for which Singapore is an entrepot source for many products. Principal suppliers are Japan, Netherlands, United Kingdom, and West Germany.

Imports from the U.S. have thus far been greatly exceeded by foreign suppliers.

Some decline has been noted in the share of the following American products in the Singapore market: road motor vehicles and parts; medicinal and pharmaceutical products; perfumes and cosmetics; toilet, cleansing and polishing preparations; non-cotton textiles and iron and steel products.

Overseas traders, listed below, want to do business with American firms. Commodities they wish to buy or sell are identified by description and by Standard Industrial Classification (SIC) Manual number.

Other symbols used:

★—Additional information on the trade opportunity may be obtained by writing Commodity Export Promotion Staff, BDSA-III, Department of Commerce, Washington, D.C., 20230.

NCIA—No commercial information available on the overseas firm.

WTD—World Trade Directory report available. WTD reports give a description of the firm, its sales territory, size of business, sales volume, trade and financial reputation and other data. Copies can be bought for \$1 each from the Commercial Intelligence Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230. Numbers following the WTD symbol show the date the report was issued.

I.R.—Interview Report, identified by following number, is available on the trader. These reports are compiled by the Trade Mission. Copies can be obtained from Trade Mission Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230.

Leads for Exporters

200 Food

Importer seeks canned fruits, vegetables, meats from U.S. manufacturers of brand named products willing to advertise. The Borneo Co., Ltd., Crosby House, 71 Robinson Rd., Singapore. WTD 3/9/62. I.R. 257.★

Canned goods, general foods on direct purchase. Wing Loi Timber Co., Ltd., 40 Pryer St., P.O. box 13, Sandakan, Sabah. I.R. 338.★

Wholesaler/importer interested in agency for canned meats, pet foods, pizza mixes, L. D. Seymour & Co., Ltd., Union Bldg., Collyer Quay, Singapore. I.R. 125.

Food products, alcoholic beverages for restaurant New York World's Fair. Malayan Restaurant, (Overseas), Ltd., 205, Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA. I.R. 9.

Foodstuffs wholesaler desires to represent U.S. manufacturers/suppliers of food lines, specifically: canned peas, beans, grapes, fish. Guthrie & Co., (Malaya), Ltd., 4 Jalan Mountbatten, Kuala Lumpur. WTD 3/15/63. I.R. 78.★

Importer/wholesaler wants packaged foods. Naina Mohamed & Sons, (M), Ltd., I-5 Old Market Sq., P.O. box 373, Kuala Lumpur. WTD 3/13/62. I.R. 57.★

Wholesaler desires canned and other packaged foods. Sandilands Butterly & Co., Ltd., 40 Chartered Bank Chambers, Singapore. WTD 5/8/62. I.R. 54.

Large chain food store seeks U.S. made food products canned, frozen and packaged as well as liquors, other beverages. Cold Storage, 517 Jalan Sungei Besi, Kuala Lumpur. WTD 7/23/63. I.R. 100.

203 Canning, Preserving Foods

Consumer goods wholesaler seeks dried fruits, canned grapefruit, raisins from the U.S. Harrington & Co., Ltd., Chartered Bank Chambers, P.O. box 641, Singapore. I.R. 203.★

204 Grain Mill Products

Rice and feeds importer desires all grades, rice bran; also maize, poultry feeds. Jin Hoe Co., Ltd., 12 Main Bazaar, Kuching, Sarawak. I.R. 284.

207 Confectionery

Confectionery wholesaler desires U.S.-made confections, including chocolate and chewing gum. Seet Hong Choong, 39/40 Medeiros Bldg., P.O. box 2508, Singapore. NCIA I.R. 234.★

Packaged candies. Eastern Bazaar, 8 Bishop St., Penang. NCIA I.R. 93.

208 Beverage Industries

Soda bottler desires prices, samples from U.S. manufacturers of syrups, flavours for soft drinks. Wishes to obtain brand name soft drink franchise for area. Southern Co., 98 Main Bazaar, Kuching, Sarawak. I.R. 285.

Desires items such as soft drinks for distribution. The Eastern Union Trading Co., 19a/23a Cecil St., Singapore. I.R. 248.★

220 Textile Mill Products

Manufacturers representative wants 2nd quality textiles—cottons 45, 46, 48 in., dacron, dacron wool blends, other synthetics, wash and wear for shirtings. Globe Silk Store, 55-57 Batu Rd., P.O. box 585, Kuala Lumpur. WTD 9/55. I.R. 42.★

Large wholesale/retail outlet is seeking distributorship arrangement with U.S. manufacturers of textiles and ready-to-wear. Globe Silk Store, 55-57 Batu Rd., Kuala Lumpur. WTD 9/55. I.R. 84.★

Seeks representation of U.S. textile and ready-to-wear manufacturers. Aswani's, P.O. box 2169, 24 Batu Rd., Kuala Lumpur. NCIA I.R. 11.

Textile wholesaler wishes textile goods from the U.S. Choo Nam Kee, 30 India St., Kuching, Sarawak. NCIA I.R. 301.★

Textile wholesaler desires line of textile goods. H. Bersu & Co., Ltd., 15-B Robinson Rd., Singapore. WTD 10/12/61. I.R. 236.★

Textiles and sundry goods wholesaler interested in U.S. textile goods. Choo Kiong Store, No. 25 India St., Kuching, Sarawak. I.R. 300.★

Manufacturer interested in all varieties of textiles-piece and novelty goods. Century Garment, Ltd., 58-B S. Bridge Rd., Singapore. NCIA I.R. 197.★

Household and office furniture manufacturer seeks accessory items, such as plastics, curtain, drapery, upholstery, synthetic fibres, carpeting. Diethelm & Co., Ltd., 139/149-B Market St., Singapore. WTD 9/20/63. I.R. 164.★

221 Broad Woven Fabric Mills, Cotton

Upholstery products manufacturer seeks upholstery materials of all varieties from U.S. manufacturers. Also wants adhesive bond material. Saba-Select-Sin Tien Seng, 8 Hamilton Rd., Singapore 8. I.R. 235.★

229 Textile Goods

Textile manufacturer/importer wants nylon laces, allovers in cotton, edging in cotton, printed cretonne 48" cotton. Moluccus Trading Co., Ltd., K.P.M. Bldg., 2nd Fl., Singapore. I.R. 239.★

230 Apparel

Textile importer desires representation of U.S. manufacturers or export agents of men's and women's ready-to-wear, yard goods. Kishen Singh & Sons, P.O. box 29, Jesselton Sabah. I.R. 317.

Importer/manufacturers' agents of textiles-piece goods and ready-to-wear wishes to add more lines. International Corp., 31 A. High St., Singapore 6. I.R. 120.★

Wholesaler-importer of textiles, ready-to-wear and furnishings seeks U.S. made 100% dacron, synthetics, non-crease silky finish cotton lawns for dresses, synthetic men's suitings and plain and printed drapery materials for curtains, cushions; also wants ready-made wash and wear suits all varieties. Gian Singh & Co., Ltd., Kuala Lumpur. WTD 2/28/63. I.R. 7.

Textile manufacturer desires U.S. piece goods, textiles for men's, women's wear; also wants made up goods in men's shirts, ladies blouses, pajamas, jeans (all colors), novelty goods. International Sales Agencies, Rm., 7, 86-B, High St., Singapore 6. I.R. 196.★

Seeks representation of U.S. textile and ready-to-wear manufacturers. Aswani's P.O. box 2169, 24 Batu Rd., Kuala Lumpur. NCIA. I.R. 11.

Large wholesale/retail outlet is seeking distributorship arrangement with U.S. manufacturers of textiles and ready-to-wear. Globe Silk Store, 55-57 Batu Rd., Kuala Lumpur. WTD 9/55. I.R. 84.★

231 Men's, Youth's, Boy's Suits, Coats, Overcoats

Importer/wholesaler of men's suitings wishes to act as wholesale outlet for manufacturer of high grade men's wear. Esquire Shop—Merlin, Merlin Hotel, Kuala Lumpur. NCIA. I.R. 98.

233 Women's, Misses', Juniors' Outerwear

Retailer of women's wear wants various lines of women's apparel including sportswear. Campions, 89 Gaya St., Jesselton. I.R. 319.

Wholesaler/importer desires agency for ready-made inexpensive women's dresses, junior sizes 5' 2" and under; also interested in permanent pleated material on agency basis. L. D. Seymour & Co., Ltd., Union Bldg., Collyer Quay, Singapore. I.R. 125.

Desires U.S.-made ladies' ready-to-wear including dresses, undergarments. Glamourette Gown Shop Fashions, Fitzpatrick's Supermarket, 300 Orchard Rd., Singapore 9. I.R. 167.

239 Fabricated Textile Products

Wholesaler of ready-made clothing seeks contacts with manufacturers of specially printed ties for colleges, clubs, business firms. United Agencies, (M), 605 China Insurance Bldg., 174 Batu Rd., Kuala Lumpur. WTD 1/2/59. I.R. 46.

250 Furniture, Fixtures

Hotel and department store operator seeks equipment from U.S. manufacturers for 20,000 sq. ft. retail department store and 200-rm. hotel. Sarawak Enterprises Corp., 280 Padungan Rd., P.O. box 442, Kuching, Sarawak. I.R. 302.★

252 Office Furniture

Office furniture, steel shelving. T. Mahima Singh, P.O. box 127, Seremban. I.R. 50.

260 Paper Products

Exclusive distributorship sought for facial tissues. Favre-Leuba Watch Co., Ltd., 18F Battery Rd., Singapore. I.R. 168.★

Fibre glass manufacturer information on turnkey paper products plant. Nanyang Book Co., 84-A Robinson Rd., Singapore. NCIA I.R. 159.

262 Paper Mills, Products

Paper importer seeks products such as toilet paper, facial tissues, writing paper. Kinabalu Paper Co., Ltd., P.O. box 683, Jesselton, Sabah. I.R. 310.

264 Converted Paper, Paperboard Products

Specialty papers and boards with special coatings, including foil for sale to printing and stationery trades desired by wholesaler. Phu Yik & Co., Ltd., 160 Cecil St., Singapore 1. I.R. 223.★

275 Commercial Printing

Printed tape for labels. Minerva Industrial Trading Co., 28 Meyers Chambers, Raffles Pl., Singapore. NCIA. I.R. 135.

Manufacturer of display and other sales aids wishes to purchase silk screen presses for own use, other display materials. Star Art Co., Ltd., F.A.M. Bldg., Birch Rd. Kuala Lumpur. NCIA. I.R. 48.★

281 Industrial Chemicals

Seeks agency for automotive chemicals. Dallas Corp., 169-3C, New Bridge Rd., Singapore 1. I.R. 143.

Wholesaler/importer of fertilizers desires rock phosphates for use as a component in fertilizer. Federal Trading Organization, 9, Jalan Bandar, Kuala Lumpur. NCIA. I.R. 67.★

282 Synthetic Materials

Textile manufacturer wishes to obtain all materials in polyester resins for his own mill's manufacture. Moluccus Trading Co., K.P.M. Bldg., Singapore. I.R. 238.

283 Drugs

Pharmaceutical manufacturer wishes to obtain aspirin powder, vitamin ingredients, cough syrups in bulk form from U.S. drug manufacturer. Malaysia Drug Manufacturing Co., 29 Upper Circular Rd., Singapore 1. I.R. 232.

Veterinary supplies importer seeks veterinary pharmaceuticals. Borneo Sumatra Trading Co., Ltd., 41-C Robinson Rd., Singapore. WTD 4/24/61. I.R. 123.★

General merchandise manufacturer/wholesaler wishes to increase pharmaceutical lines. South Engineers, Ltd., South Bldg., 68 Ampang Rd., Kuala Lumpur. WTD 4/2/63. I.R. 6.

Importer seeks U.S.-made pharmaceuticals, medicines, cosmetics. M.A. Latif Bros., 20 Chulia St., Singapore 1. I.R. 214.★

Importer/wholesaler desires packaged drugs products. Naina Mohamed & Sons, (M), Ltd., 1-5, Old Market Sq., P.O. box 373, Kuala Lumpur. WTD 3/13/62. I.R. 57.★

Wholesaler/importer seeks U.S. drugs, pharmaceuticals. William Jacks & Co., (Malaya), Ltd., The Embankment, Kuala Lumpur. WTD 3/9/61. I.R. 83.

Distributor of pharmaceuticals wants distributorship for ethical drugs. Societa Commissionaria, 91, Campbell Rd., P.O. box 607, Federal Auto Bldg., Kuala Lumpur. WTD 9/12/62. I.R. 34.

Wholesaler of industrial chemicals seeks distributorship for ethical drugs. A.S. Watson & Co., Petaling Jaya, Kuala Lumpur. WTD 9/7/60. I.R. 33.

Manufacturer of agricultural and industrial chemicals seeks distributorship for laxative drugs. Borneo Sumatra Trading Co., (F. of M.), Ltd., P.O. box 518, Kuala Lumpur. WTD 9/25/61. I.R. 39.

Low-cost cosmetics, pharmaceuticals in bulk for repackaging desired by manufacturer/wholesaler. Wells, (Malaysia), Corp., 209 China Insurance Bldg., Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA I.R. 88.

284 Soaps, Detergents, Cosmetics

Low-cost cosmetics, pharmaceuticals in bulk for repackaging desired by manufacturer/wholesaler. Wells, (Malaysia), Corp., 209, China Insurance Bldg., Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA I.R. 88.

285 Paints, Varnishes, Lacquers, Enamels

Agency for paints, lacquers, finishes. Sarawak Enterprises, P.O. box 442, Kuching, Sarawak. I.R. 387.

Agency for full line of specialty paint products, chemical coatings. Sarawak Enterprises, P.O. box 442, Kuching, Sarawak. I.R. 388.

General contractors seek exclusive distributorship for quality line of U.S. paint and waterproofing materials. Dallas Corp., 169-3C, New Bridge Rd., Singapore 1. I.R. 140.★

Rust proofing chemicals, special protective coatings for ferrous, non-ferrous metals, with technical know-how. Jenolite, (F.E.), Ltd. 9/10 Phillip St., Singapore 1. I.R. 190.★

287 Agricultural Chemicals

Agricultural consulting firm seeks exclusive distributorship from U.S. manufacturer of agricultural chemicals consisting of insecticides, weed killers, soil sterilants. Chan Kwai Shang Co., P.O. box 678, Jesselton, Sabah. I.R. 321.

Agricultural consultant/importer desires agricultural chemicals, including fluid and dry insecticides with equipment, such as knapsack sprayers, dusters. Chan Kwai Shang, P.O. box 676, Jesselton, Sabah. NCIA I.R. 318.

Basic components of agricultural chemicals in bulk form. Merchandise & Produce, Ltd., 5 George Lee Chambers, Clemenceau Ave., Singapore. I.R. 193.

Manufacturer of agricultural and industrial chemicals wants distributorship for insecticides, weed killers. Borneo Sumatra Trading Co., (F. of M.), Ltd., P.O. box 518, Kuala Lumpur. WTD 9/25/61. I.R. 40.

Fertilizers wanted by importer/wholesaler. Intercean Mariner, Overseas Union Bank Bldg., 1st Fl., Jalan Tunku Abdul Rahman, Kuala Lumpur. NCIA I.R. 75.★

289 Chemical Products

Dry chemical fire equipment as representative. Borneo Co., P.O. box 141, Kuching, Sarawak. I.R. 331.

Insecticides (domestic), similar sundries. Eastern Bazaar, 8 Bishop St., Penang. NCIA. I.R. 93.

299 Products of Petroleum, Coal

Petroleum products importer interested in lubricating oils, grease. Chinese Malaya Co., 180 Telok Ayer St., Singapore L. I.R. 240.★

Contacts desired with bulk crude oil manufacturers. Intercean Mariner, Overseas Union Bank Bldg., 1st Fl., Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA. I.R. 75.★

306 Fabricated Rubber Products

Manufacturer of rubber specialty products seeks sources for specialized rubber mechanical items. Merchandise and Produce, Ltd., Clemenceau Ave., Singapore. I.R. 139.

307 Plastics Products

Line of vinyl floor tiles sought from U.S. manufacturer. Connell Bros. Co., (M), Ltd., 161 Cecil St., Singapore 1. WTD 12/13/61. I.R. 264.

Importer of building materials desires agency for vinyl floor covering and paneling. Universal Trading Co., (1947), Ltd., 2nd Fl., Foch Chiu Bldg., Foch Ave., Kuala Lumpur. WTD 6/23/55. I.R. 55.

Wholesaler seeks contacts with vinyl flooring manufacturers. Societa Commissionaria De Exportazione E.D.I. Importazione, (Inc. in Switzerland), 91 Campbell Rd., Federal Auto Bldg., Kuala Lumpur. WTD 9/12/62. I.R. 63.★

Manufacturer of handicrafts, textiles, silver items interested in contacting suppliers of zippers, buttons, hooks, eyes, rubber pipe bits. Small Industries Service Center - Rida, 10, Jalan Templer, Petaling Jaya, Kuala Lumpur. NCIA. I.R. 77.★

317 Handbags, Personal Leather Goods

Exclusive distributorship sought for line of pocket books from U.S. manufacturer. Mubaruk & Bros., 63 Bras Basah Rd., Singapore 7. I.R. 242.

320 Stone, Clay, Glass Products

Building materials importer/wholesaler desires to represent U.S. manufacturers and/or suppliers of building materials including water proofing systems for flat roofs (under tropical conditions). Guthrie & Co., (Malaya), Ltd., 4 Jalan Mountbatten, Kuala Lumpur. WTD 3/15/63. I.R. 78.★

Concrete roofing tiles. Malayan Restaurant, (Overseas), Ltd., 205 Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA. I.R. 10.

322 Glass, Glassware

Desires to be agent for U.S. manufacturer of glass advertising specialties. Dallas Corp., 169-3C New Bridge Rd., Singapore 1. I.R. 142.

323 Glass Products

Seeks agency for U.S. glass, corrugated sheet plastics. Ultimate interest is joint venture in plate or sheet glass factory. O. Bacha Myan Sahib, 87A Paul St., Seremban. NCIA. I.R. 1.

329 Abrasives, Asbestos, Nonmetallic Mineral Products

Distributor for line of U.S. absorbent clays. Borneo Company, P.O. Box 141, Kuching, Sarawak. I.R. 330.

339 Primary Metal Industries

Hardware wholesaler seeks distributorship for line of aluminum and galvanized iron ventilators, shutters, roof vents. Tay Chee Ming, Box 184, Sandakan, Sabah. I.R. 358.

342 Cutlery, Hand Tools, General Hardware

Hardware tools wholesaler wants a high quality U.S. line of socket wrench and related tools. I.R. 323.

Wholesaler desires line of pre-packaged small hardware and housewares. Also other types of items suitable for retail through supermarkets. Fitzpatricks Food Supplies, (Far East), Ltd., 300 Orchard Rd., Singapore 9. WTD 1/18/62. I.R. 229.

Hardware wholesaler wants line of power lawnmowers, garden sprinklers, hardware specialties, hand tools. Tay Chee Ming, Box 184, Sandakan, Sabah. I.R. 357.

Importer of building materials desires fancy builders hardware such as quick set cabinet fittings. Koon Hoe & Co., 78 Chin Swee Rd., Singapore 3. I.R. 268.

343 Heating Apparatus, Plumbing Fixtures

Hardware wholesaler wishes the following on agency basis: electric water heaters in round shape or square shape in cistern type with all accessories for 220/230 v., a.c., capacity 5, 7, 10, 12, 15 and 20 gal. Catalogues requested. Also solid drawn copper tubes for domestic water or heating purposes of various sizes. Sing Kwong Trading Co., 144-A S. Brindle Rd., Singapore 1 NCIA. I.R. 252.★

Complete line of U.S.-made gas and electric heat-treating furnaces sought for distributorship by wholesale engineering firm. Jardine Waugh, Ltd., 204 Cantonment Rd., Singapore. I.R. 281.

Hardware wholesaler seeks distributorship of U.S. line of bathroom equipment. Also gas driven shallow well pumps. Tay Chee Ming, P.O. box 184, Sandakan, Sabah. I.R. 355.

Manufacturer of pipe fittings looking for U.S. sources of black and galvanized pipe fittings $\frac{1}{2}$ " to 3". Also fittings for 12" and larger welding steel pipe. Simalan Steel Industries, Ltd., Bonham Bldg., Rm. 12, Singapore. I.R. 199.

Distributorship for industrial ventilating fans, blowers. Harrison and Crossfield Sabah, Ltd., P.O. box 131, Sandakan, Sabah. I.R. 360.

Exclusive agency for power roof ventilators, forward and backward curve blowers, air handling units, package air conditioning assemblies up to 60 tons. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 377.

Seeks agency for 20 h.p. to 600 h.p. oil fired industrial and processed steam boilers. Patterson & Simon, 28 Old Market Sq., P.O. box 1010, Kuala Lumpur. WTD 9/18/62. I.R. 16.

344 Fabricated Structural Metal Products

Distributorship desired for oil-fired package boilers, complete with controls, 1000 lb steam per hr. and larger. Jardine Waugh, (Singapore), Ltd., 204 Cantonment Rd., Singapore. I.R. 278.

Wishes to serve as agent for U.S. manufacturer of aluminum and galvanized iron products such as louvers, shutters. Dallas Corp., 169-3C New Bridge Rd., Singapore 1. I.R. 141.

Distributorship for building products, specialty ventilators, skylights, jail cells, prefabricated steel buildings. Sarawak Enterprises, P.O. box 442, Kuching, Sarawak. I.R. 390.

Distributorship for glass sliding doors, aluminum, wood doors. Sarawak Enterprises, P.O. box 442, Kuching, Sarawak. I.R. 388A.

Agency for complete line of quality aluminum awnings projections, sliders and single hung windows and patio doors. Sarawak Enterprises, P.O. box 442, Kuching, Sarawak. I.R. 375.

Direct purchase of wire rope direct from manufacturer. Estimated need of 500 thousand annually. Sabah Timber Co., Sandakan, Sabah. I.R. 351.

345 Screw Machine Products, Bolts, Nuts, Screws, Rivets, Washers

Air conditioning equipment manufacturer desires pop rivets and screws from supplier, possibly leading to a joint venture in local rivet and screw factory. Carrier International, (M), Ltd., Lot 5 Jalan Kemajuan, Petaling Jaya. NCIA. I.R. 26.★

350 Machinery

Direct purchase of used machinery, specifically metals and wood working, printing, textile, chemical, refrigeration, food processing, heat treating, compressors, construction, road building. Also electric motors, fork lifts, trucks, cars, office machines. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 382.

Machinery—various new lines desired by wholesaler. William Jacks & Co. (Malaya), Ltd., The Embankment, Kuala Lumpur. WTD 3/9/61. I.R. 83.

351 Engines, Turbines

Wholesaler interested in distributorship of complete U.S. line of outboard motors. Jardine Waugh, Ltd., 204 Cantonment Rd., Singapore. I.R. 274.

Wholesaler-distributor of auto parts, tyres, generators wishes to add U.S. line of outboard motors for distribution. Hock Hoe Ilin, P.O. 59, Jesselton, Sabah. I.R. 325.

Automotive parts distributor/wholesaler seeks exclusive representation of U.S. light gas engine manufacturer. Oversea Motor, Ltd., 450/452 Victoria St., Singapore 7. WTD 3/20/63. I.R. 211.

Exclusive representation for U.S. manufacturer of outboard motors up to 80 h.p. The Borneo Co., Ltd., P.O. box 141, Kuching, Sarawak. I.R. 334.

Distributorship for complete line of boat outboard motors sought. Behn, Meyer & Co., Ltd., 44 Pudu Rd., Kuala Lumpur. WTD 9/5/61. I.R. 61.

352 Farm Machinery

Wholesaler wishes to import U.S.-made agricultural implement of all varieties. The Eastern Union Trading Co., 19a/23a Cecil St., Singapore 1. I.R. 248.★

U.S. line of fertilizer spreaders sought for distributorship. Chan Kwai Shang Co., P.O. box 678, Jesselton, Sabah. NCIA. I.R. 322.

Real estate developer wishes to represent U.S. manufacturer of agricultural machinery and contracting fields, particularly in land filling and dredging. Would also consider direct purchase of concrete products machinery. Liman Industrial Development, Ltd., P.O. box 325, Jesselton, Sabah. I.R. 312.

Agricultural equipment such as caterpillar tractors desired. Hilton, Ltd., 43a Telok Ayer St., Singapore.★

Farm implements, especially cultivators, harrows, carry lifts. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 383.

Small to medium sized agricultural tractors. Also presses for extracting palm oil. North Borneo Trading Co., Sandakan, N. Borneo. I.R. 354.

Manufacturer/wholesaler of agricultural chemicals seeks distributorship of insecticide sprayers (portable knapsack models). Borneo Sumatra Trading Co., (F. of M.), Ltd., P.O. box 518, Kuala Lumpur. WTD 9/25/61. I.R. 36.

Manufacturer of agricultural chemicals seeks distributorship for fertilizer spreaders. Borneo Sumatra Trading Co., (F. of M.), Ltd., P.O. box 518, Kuala Lumpur. WTD 9/25/61. I.R. 37.

353 Construction Machinery

Seeks machinery and equipment for digging and washing sand at river bank—particularly shovel to be mounted on barge, small suction dredge with capacity of at least 400 tons per day. Jin Hoe Co., Ltd., 12 Main Bazaar, Kuching, Sarawak. I.R. 291.

Heavy tractors, used, similar to #D6. 7. 8. TD24 & 18. New undercarriages, engine overhauled with Hyster winches and mechanical or hydraulic angle dozers. Also 40 to 60 ton crane for ship unloading. Coronation Nursery Co., 341 Bukit Timau Rd., Singapore. NCIA. I.R. 418.

Timber and sawmill operation seeks agencies for all types of heavy equipment especially hydraulically controlled industrial equipment tractors, tank trailers for liquid fertilizers and compressed gases, concrete trucks, power buggies, vibrators, screening and finishing machines. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 380.

Distributorship for line of U.S. road and construction maintenance and municipal equipment. Harrison and Crossfield, P.O. box 131, Sandakan, Sabah. I.R. 362.

Representation for U.S. manufacturer of asphalt airport and highway equipment. The Borneo Co., P.O. box 141, Kuching, Sarawak. I.R. 332.

Machinery to produce concrete roofing tiles. Malayan Restaurant, (Overseas), Ltd., 205 Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA. I.R. 10.

354 Metalworking Machinery

Machinery for the manufacture of twist drills. P. Lal Store, P.O. box 435, 49 Batu Rd., Kuala Lumpur. NCIA. I.R. 27.

355 Special Industry Machinery

Machinery and equipment for manufacturing carbon paper. Swee Construction & Transport Co., Ltd., 1 Irving Rd., Singapore 13. WTD 9/20/63. I.R. 258.★

Zipper manufacturer seeks U.S. machinery to make slide fasteners and/or zippers for clothing and bags. Kam Seng & Co., 22 Jalan Kilang Rd., Singapore 3. I.R. 208.

Textile manufacturer seeks textile manufacturing and textile printing machinery. Malayan Dyeing & Printing Factory, Ltd., 16 Circular Rd., Singapore 1. I.R. 262.★

Machinery for bottle grading and cleaning coffee beans desired by coffee wholesaler. Socomabel, (M), Ltd., 301 AIA Bldg., Robinson Rd., Singapore 1. I.R. 207.

Manufacturer of teak flooring, lumber interested in U.S. kiln drying and processing machinery. Malayan Parquet-Floor Industries, Ltd., 76 Playfair Rd., Singapore. I.R. 225.★

Engineering and distribution firm desires to purchase complete automatic machinery for manufacturing razor blades. Jardine Waugh, 204 Cantonment Rd., Singapore. I.R. 282.

Large soda bottling manufacturer interested in buying bottling machines. Southern Co., 98 Main Bazaar, Kuching, Sarawak. I.R. 285.

Logging and saw mill manufacturer desires quotations on the following: modern dry kiln equipment and other processing machinery used for upgrading local wood products; 60-in. band mill to saw 36 tons or more per shift; electric mill diesel generated, 400 v., 3-phase 50 cycle characteristics; other logging, saw mill equipment. Hoe Hung Sawmill Co. Ltd., 4 Abell Rd., Kuching, Sarawak. I.R. 289.

Pharmaceutical manufacturer interested in purchase of pill manufacturing machinery. Malayan Pharmaceutical Industries, Ltd., 711 E. Coast Rd., Singapore 15. I.R. 114.

Desires quotations on equipment to refine waste oil. K.N. Narwani, 170 Orchard Rd., Singapore 9. NCIA. I.R. 119.★

Manufacturer of paper products wants U.S. machinery for the manufacture of toilet tissues rolls, folded tissue, towels, paper napkins. Singapore Paper Products, Ltd., 315 Alexandra Rd., Singapore. WTD 7/28/61. I.R. 145.

Importer/wholesaler interested in plastic paper machinery, fiber production plant. Dwidaya Trading Co., 33 Bank of China Bldg., (3rd Fl.), Battery Rd., Singapore 1. I.R. 183.★

Food processing firm wants grain separators cleaners, hullers, rectifiers. N.V. Daarnhouwer Co's Handel-Mij., 2-A Crosby House, Robinson Rd., Singapore. I.R. 200.★

Textile manufacturer needs 70,000 spindles for plant. Also needs packaged bakery, flour plants. Hilton, Ltd., 43A Telok Ayer St., Singapore. I.R. 161.★

Distributorship for line of light and medium woodworking and metal working machinery. Harrison and Crossfield Sabah, Ltd., P.O. box 131, Sandakan, Sabah. I.R. 364.

Machinery for the manufacture of veneer, other products from logs. Wing Loi Timber Co., Ltd., 40 Fryer St., P.O. box 13, Sandakan, Sabah. I.R. 338.★

Wholesaler desires agency for U.S. glass coating equipment, materials Kirby and Co., 97A, Ipoh Rd., Kuala Lumpur. NCIA. I.R. 99.

Importer/exporter desires machinery for converting garbage into fertilizer. Yin Fah Mining Co., 40, Pike St., Menglembu, Perak. NCIA. I.R. 65.

Manufacturer/wholesaler seeks distributorship of automatic chlorinators. Borneo Sumatra Trading Co., (F. of M.), Ltd., P.O. box 518, Kuala Lumpur. WTD 9/25/61. I.R. 38.

356 General Industrial Machinery

Large-scale engineering firm wishes to represent U.S. manufacturers of dust control systems, air pollution controls. Jardine Waugh, (Singapore), Ltd., 204 Cantonment Rd., Singapore. I.R. 275.

Wholesaler seeks supplier of deep well pumps equipment, needs technical assistance. Hock Guan Leong Co., 21 Foch Ave., Kuala Lumpur. NCIA. I.R. 13.★

357 Office, Computing, Accounting Machines

Large-scale engineering firm seeks representation of U.S. manufacturer of weighing equipment for use on conveyor belt in stone quarry. Jardine Waugh, (Singapore), Ltd., 204 Cantonment Rd., Singapore. I.R. 277.

Importer interested in used typewriters, other business machines; also check writers and gift pens. T. Mahima Singh, P.O. box 127, Seremban. I.R. 50.

Inexpensive photocopies desired by importer. Muller & Phipps, 6th Fl., Lee Yian Bldg., Mountbatten Rd., Kuala Lumpur. WTD 5/29/61. I.R. 95.

358 Service Industry Machines

Hotel and department store operator seeks self-parking device from U.S. manufacturers to handle about 150 cars. Sarawak Enterprises Corp., 280 Padungan Rd., P.O. box 442, Sarawak. I.R. 302.★

Wholesaler of home appliances seeks exclusive agency for line of U.S. air-conditioning units, package units of 1 hp. to 2 hp. size, 230 v.-50 cycle single phase up to 2 bp.; 400 v.-50 cycle 3 phase over 2 hp. Jesselton Electric & Radio Engineering Co., Ltd., 73 Goya St., Jesselton, Sabah. I.R. 313.

Supermarket operator interested in direct purchase of all types of supermarket equipment; also hotel and restaurant equipment. The Shine Wood Trading Co., P.O. box 66, Sandakan, Sabah. I.R. 342.

Exclusive agency for industrial air condi-

tioning and refrigeration equipment, including dx, water and steam coils and air coated condensers. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 378.

Distributorship for industrial refrigeration, cold storage equipment. Harrison and Crossfield, P.O. box 131, Sandakan, Sabah. I.R. 361.

Distributorship for air-conditioning equipment, water coolers. Tay Chee Ming, Box 184, Sandakan, Sabah. I.R. 356.

Restaurant equipment for Malaysian pavilion in New York World's Fair. Malayan Restaurant, (Overseas), Ltd., 205 Jalan Tuanku Abdul Rahman, Kuala Lumpur. NCIA. I.R. 9.

Distributor of taxi meters and motor parts wants line of parking meters on own account. Bright Corporation, Lee Yan Lian Bldg., Mountbatten Rd., Kuala Lumpur. NCIA. I.R. 25.

Importer/distributor seeks vending machines, chiefly food. Bright Corp., Lee Yan Lian Bldg., Mountbatten Rd., Kuala Lumpur. NCIA. I.R. 24.

Soft drink dispensers—not coin operated. Also tear gas devices for personal and bank protection. Stephen-Davidson & Co., P.O. box 2220, Kuala Lumpur. WTD 6/3/63. I.R. 104.★

SPAIN—Low temperature industrial refrigeration units; requests replies in Spanish. Direct purchase and agency. Vacari, (importer, agent), General Martinez Campos No. 47, Madrid (10). WTD 11/6/63.

359 Machinery

Large importer seeks line of portable generators, water pumps, woodworking equipment, cutting tools. The Borneo Co., Ltd., Sandakan, Sabah. I.R. 350.★

Complete equipment for manufacturing lead acid batteries sought from U.S. firm. South East Asia Batteries, Ltd., 29 Upper Circular Rd., Singapore 1. I.R. 251.

361 Electric Transmission, Distribution Equipment

Power plant generating sets, 3½ to 15 Kw. as distributors. North Borneo Trading Co., Sandakan, N. Borneo. I.R. 354.

362 Electrical Industrial Apparatus

High quality professional electric hair dryer in plastic and chromed, a.c. 230 v., 50 cycle for cold and hot use, 450/500 watt on agency basis desired. Seng Kwong Trading Co., 144A S. Bridge Rd., Singapore 1. NCIA. I.R. 252.★

363 Household Appliances

Refrigerators, gas stoves and related items on agency basis. The Industrial & Scientific Co., 12 Gartak St., Kuching, Sarawak. WTD 9/30/63. I.R. 299.★

367 Electronic Components, Accessories

Wholesaler wishes agency for public address systems; hearing aids, systems for teaching hard of hearing children. Susan Mei, 603 Asia Insurance Bldg., Kuala Lumpur. NCIA. I.R. 66.

369 Electrical Machinery, Equipment, Supplies

Airconditioner and refrigeration component parts. Susan Mei, 603 Insurance Bldg., Kuala Lumpur. NCIA. I.R. 66.

Large distributing agency wants to represent U.S. manufacturer of portable power pack batteries. Borneo Co., Ltd., P.O. box 141, Kuching, Sarawak. I.R. 327.

Wholesaler/importer of movie and sound equipment, electronics wants electric plants 100-150 lb.; output 230 v., 2000-3000 watts, 50 cycle, price around \$200 for national elections campaign August, 1964, to run projectors and sound and lighting systems for outdoor meetings. Need 40-50 units by approx. April, 1964; equal number of P.A. systems, wants quotation; also wants distributorship for Hi-fi line. Law Joo Chin Co., 67 Ampang Rd., M.C.A. Bldg., Ampang Rd., Kuala Lumpur. WTD 4/13/62. I.R. 43.

370 Transportation Equipment

Parts for automobiles, trucks, jeeps, tractors, marine engines, aviation. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 376.

371 Motor Vehicles, Motor Vehicle Equipment

Motor scooters, steel parts for motorcycles, automobiles desired, U.S.-made. Bajaj Textiles, Ltd., 65/67 High St., Singapore 6. I.R. 247.★

Complete line of U.S.-made power brakes desired by large-scale distribution and engineering firm. Jardine Waugh, (Singapore), Ltd., 204 Cantonment Rd., Singapore. I.R. 279.

Distributorship of U.S. line of high and low tension air brake switch gear desired by large engineering firm. Jardine Waugh, (Singapore), Ltd., 204 Cantonment Rd., Singapore. I.R. 276.

Motor parts wholesaler-importer interested in automotive parts, accessories. Borneo-Malaya Representatives, Ltd., Crosby House, Robinson Rd., Singapore. WTD 10/25/62. I.R. 154.★

Complete line of U.S. parts for cars, tractors, trucks, marine engines. Also complete line of machine tools, garage equipment. Direct purchase. Sabah Timber Co., Sandakan, Sabah. I.R. 352.

Automotive parts, tools, garage equipment. Also exclusive agency for automotive air coolers. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 379.

372 Aircraft, Parts

Aircraft sales and service firm seeks distributorship for U.S. aircraft signal, flare kits. Aviation Services, Ltd., The Airport, P.O. box 6, Kuala Lumpur. WTD 5/23/62. I.R. 60.

Seeks distributorship of accessories for helicopters, light, single, twin engine aircraft, also aircraft instruments, communications sets, accessories. Aviation Services, Ltd., The Airport, P.O. box 6, Kuala Lumpur. WTD 5/23/62. I.R. 58.

373 Shipbuilding, Repairing

Wholesaler of moorings seeks line of outboard boat hardware. Singapore Boatel, Mountbatten Rd., (Kallang Park), Singapore 15. I.R. 265.★

Small wood and/or fiberglass sailing dinghies, outboard motors and boats, do-it-yourself boat kits. Bright Corp., Lee Yan Lian Bldg., Mountbatten Rd., Kuala Lumpur. I.R. 23.★

374 Railroad Equipment

Large wholesaler interested in U.S. line of power-operated railway tamping machines. Jardine Waugh, 204 Cantonment Rd., Singapore. I.R. 280.

Rail cropping machines for use in railroad maintenance. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 381.

379 Transportation Equipment

Helicopter cargo carriers desired by importer/wholesaler. Interocean Mariner, Overseas Union Bank Bldg., 1st Fl., Jalan Tuankun Abdul Rahman, Kuala Lumpur. NCIA. I.R. 75.★

380 Professional, Scientific, Controlling Instruments

Wholesaler wants detailed information on criminal detection, security, identification, intelligence, investigation equipment leading to exclusive agency. Sharikat Jaya Raya, Ltd., 4th Fl., Seng Hoe Bldg., 179-185 Ipoh Rd., Kuala Lumpur. NCIA. I.R. 20.★

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Interested in scientific instruments to record flow of gas, water, oil, electricity. Malayan Pharmaceutical Industries, Ltd., 711 E. Coast Rd., Singapore 15. I.R. 115.

384 Surgical, Medical, Dental Instruments

Fire control and public safety equipment. The Borneo Co., Ltd., P.O. box 141, Kuching, Sarawak. I.R. 333.

Manufacturers representative of hospital supplies wants agency or distributorship arrangement for disposable hospital items such as petri dishes, gowns, masks, gloves, syringes, plastic drinking cups, blood donation sets. Also low-priced thermometers. Manufacturers Representatives, (Far East), Ltd., 280 Pudu Rd., P.O. box 2283, Kuala Lumpur. NCIA. I.R. 22.★

Importer of audio instruments seeks to represent U.S. manufacturers in this line. Susan Mei Co., 603 Asia Insurance Bldg., Kuala Lumpur. NCIA. I.R. 87.

394 Toys, Amusements, Sporting Goods

Wholesaler of moorings seeks line of outboard boat hardware. Singapore Boatel, Mountbatten Rd., (Kallang Park), Singapore 15. I.R. 265.★

Small wood and/or fiberglass sailing dinghies, outboard motors and boats, do-it-yourself boat kits. Bright Corp., Lee Yan Lian Bldg., Mountbatten Rd., Kuala Lumpur. I.R. 23.★

399 Manufacturing Industries

Office supplies and stationery. Borneo Co., Ltd., P.O. box 141, Kuching, Sarawak. I.R. 328.

Superior quality fishing nets. William Jacks and Co., (Malaya), Ltd., The Embankment, Kuala Lumpur. WTD 3/9/61. I.R. 81.

Seeks U.S. textiles, pharmaceuticals, food items (provisions), toys and other sundries. Reliance Commercial Enterprises, Inc., (Inc'd in the Philippines), 4th Fl., A.L.A. Bldg., Singapore 1. I.R. 174.★

Books and arts wholesaler desires various gift consumer items for wholesale distribution such as art materials, children's science laboratory equipment, glassware, model kits, high quality toys, stationery, well known cosmetics line, manicure sets and particularly educational business gift items. Donald Moore, Ltd., 44-B Kim Yam Rd., Singapore 9. WTD 6/19/62. I.R. 169.★

Packaged swimming pools desired by importer/agent. Aviation Services, Ltd., The Airport, P.O. box 6, Kuala Lumpur. WTD 5/23/62. I.R. 59.

Importer/wholesaler of general merchandise interested in general consumer goods, mainly pharmaceuticals, food stuffs, household goods (hardware), also venetian blinds, pre-fabricated aluminum tents, cosmetics, other items, except special products in Engineering line. Interested also in acting as indent agent for local businessmen. J. H. Vavasseur & Co., (M) Ltd., 135 Jalan Sungai Besi, Kuala Lumpur. WTD 9/8/61. I.R. 45.★

739 Business Services

Speedreading equipment, courses, books desired for distribution in Malaysia. T. Mahima Singh, P.O. box 127, Seremban. NCIA. I.R. 53.

Leads for Importers

200 Food

Curry powder. Federal Trading Organization Co., 9 Jalan Bandar, Kuala Lumpur. I.R. 109.

Manufacturer of tropical fruit juices, syrups wants U.S. buyers for tropical canned or preserved oriental foods, fruits, juices. Century Manufacturing Co., 117 Killiney Rd., Singapore. I.R. 181.★

201 Meat Products

Raw hides. Kinabalu Paper Co., Ltd., P.O. box 683, Jesselton, Sabah. I.R. 310.

229 Textile Goods

Malaysian Government agency wishes to export hand or screen printed batik in 2 $\frac{1}{2}$ -2 $\frac{3}{4}$ yd. or longer if desired. Small Industries Services Center, 10 Jalan Templer, Petaling Jaya, Kuala Lumpur. I.R. 56.

Batik materials. Federal Trading Organization, 9 Jalan Bandar, Kuala Lumpur. I.R. 67.★

230 Apparel

Textile manufacturer seeks U.S. buyers for printed Batik, men's shirts of Batik and synthetic textiles. Malayan Dyeing and Printing Factory, Ltd., 16 Circular Rd., Singapore 1. I.R. 263.

Desires to sell Batik garments on hand made to specifications directly to U.S. stores or through agents. Glamourette Gown Shop Fashions, Fitzpatrick's Supermarket, 300 Orchard Rd., Singapore 9. I.R. 167.

232 Men's, Youths', Boys' Furnishings, Work Clothing

Seeks U.S. customers for men's shirts and pajamas. M. Bee Chow Tailor, 21 Chulia Street, Singapore 1. I.R. 179.

240 Lumber, Wood Products

Manufacturer of timber products, particularly ramin; jongkong (lightweight species) seeks U.S. buyers. Will provide wood samples. Hoe Hung Sawmill Co., Ltd., 4 Abell Rd., Kuching, Sarawak. I.R. 289.

Burma teak block flooring, teak boat decking, Burma teak, timbers, lumber. Malayan Parquet-Floor Industries, Ltd., 76 Playfair Rd., Singapore. I.R. 225.★

Seeks agents for wooden mouldings from native white timber, straight grain wood, knotless, suitable for cabinets; also rumin wood. Desired lengths, sizes and shapes. Borneo Co., Kuching, Sarawak. I.R. 286.

Parquet flooring manufacturer seeks U.S. buyers for best quality attractive wood. South East Asia Enterprises, 18 Khoo Hun Yen, Kuching, Sarawak. I.R. 288.

249 Wood Products

Furniture manufacturer wishes to export from Hong Kong broom sticks, picture frames, parquet flooring, handicraft items. Borneo Hong Kong Wood Works, Machinery & Engineering Co., P.O. box 320, Jesselton. I.R. 315.

U.S. distributor wanted for high grade charcoal, with wood shavings as fire starter, packed in 22 lb bags. Taik Ho & Co. & Guan Ho, Ltd., P.O. box 32, Taiping, Perak. WTD 3/12/63. I.R. 92.

307 Plastics Products

Manufacturer of vinyl plastic handbags and slippers seeks U.S. buyers. P. Jain Arts, Queen St., P.O. box 95, Singapore 7. I.R. 269.★

351 Engines, Turbines

Furniture manufacturer seeks agent in Western U.S. to handle mass-produced household furniture. Diethelm & Co., Ltd., 139/149-B Market St., Singapore. WTD 10/20/63. I.R. 164.★

373 Ship Building, Repairing

Seeks contracts for local construction of freighters, tankers and passenger liners. Inter-ocean Mariner, Overseas Union Bank Bldg., 1st Fl., Jalan Tuankun Abdul Rahman, Kuala Lumpur. NCIA. I.R. 75.★

Seeks U.S. agent or distributor for boat (pleasure craft); will build to specifications. Economic Development Board, 2nd Fl., Fullerton Bldg., P.O. box 2692, Singapore. I.R. 177.★

394 Toys, Amusement, Sporting Goods

Borneo handicrafts, including dolls, baskets, bamboo, other carvings. Also woven fabrics. China Lady, P.O. box 694, Jesselton, Sabah. I.R. 320.

396 Costume Jewelry, Novelties, Buttons, Notions

Sales agent for high-quality jewelry and ornaments. Lee Kong Chye Goldsmith, Ltd., 185 S. Bridge Rd., Singapore 1. NCIA. I.R. 201.★

399 Manufacturing Industries

Smoked rubber sheets, pepper (white or black), coconut oil, lumber. Jin Hoe Co., Ltd., 12 Main Bazaar, Kuching, Sarawak. I.R. 290.★

Saree materials, other textiles, rubber, tin. Bajaj Textiles, Ltd., 65/67 High St., Singapore 6. I.R. 247.★

Handicrafts, textiles, silver items. Small Industries Service Center-RIDA, 10 Jalan Tempeler-Petaling Jaya, Kuala Lumpur. I.R. 77.★

Movie production firm seeks U.S. distributor for feature films and films for TV. Also wants agent to sell textiles, Malayan arts. Malaya Films & Investments, Ltd., Rm. 2, 23B Amber Mansion, Orchard Rd., Singapore 9. NCIA. I.R. 162.

Desires to sell Malaysian timber, rubber, coffee, spices. Reliance Commercial Enterprises, Inc., (Inc'd in the Philippines), 4th Fl., A.I.A. Bldg., Singapore 1. I.R. 174.★

Desires to export to U.S. rubber, copra, coconut oil, paper, spices, rope. Dwidaya Trading Co., 33 Bank of China Bldg., 3rd Fl., Battery Rd., Singapore 1. I.R. 183.★

610 Credit Agency

Offer complete line of credit risk facilities to U.S. firms considering or engaging in business in Malaysia and the entire Far East. U.S. firms should communicate with Clarkes by cable or airmail letter or through any Dun and Bradstreet office in the U.S. or abroad. Clarkes Mercantile Offices, 310-314 Caroline Mansions, Hong Kong. Cable Address: SEKALC. I.R. 421.★

731 Advertising

Advertising agency offers services to U.S. firms. Fortune Advertising, Ltd., 3 Raffles Pl., Singapore. I.R. 256.

Malaysian advertising agency offers services to U.S. firms interested in the Malaysian market. Grant Advertising, 201 Clemenceau Ave., Singapore 9. I.R. 178.★

739 Business Services

Advertising agency with research facilities wishes to represent U.S. firms entering area. Grant Advertising, 201 Clemenceau Ave., Singapore. I.E. 157.

Inventor offers to sell to U.S. food processor novel way of packaging rice. Dr. FA. W.J. Tampong & Co., 51 Pheng Geck Ave., NCIA. I.R. 160.

Analytical chemists and industrial consultants wish to act as technical representatives and advisors for U.S. firms; services also offered on joint ventures. Analytical Laboratories, Ltd., 30-B Church St., Singapore 1. I.R. 172.

Packaging services for bulk medicines and cosmetics offered to U.S. companies. A.S. Watson & Co., (Malaya), Ltd 8, Jalan Dua, Sungai Besi Rd., Kuala Lumpur. WTD 9/7/60. I.R. 28.★

Representative/consultant offers his services to U.S. firms desiring technical or sales assistance in area. American Export Co., P.O. box 328, Sibu, Sarawak. I.R. 296.

Desires to represent U.S. firm in engineering, architecture, product design or styling, packaging or graphic arts. Sarawak Enterprises Corp., P.O. box 442, Kuching, Sarawak. I.R. 367.

Malaysian banking institution offers credit information services through Opinion Department of San Francisco, Los Angeles, or New York (Agency) offices. Hong Kong & Shanghai Banking Corp., 1 Edinburgh St., P.O. box 56, Sandakan, Sabah. I.R. 336.

Investment Opportunities

The Jurong Industrial Estate, referred to in some of the openings, is a 9,000-acre tract strategically located and with 8,500 feet of wharfage for oceangoing vessels of up to 36-foot draught. The land is situated near the commercial port of Singapore.

The "pioneer status" referred to in some opportunities includes such inducements to potential investors as tax exemption up to 5 years, assistance in factory site location and consideration for tariff protection on capital equipment and materials needed for production as well as on the finished product.

U.S. firms interested in one or more

of the varied types of consumer and industrial openings described here are requested to show the identifying interview report number, listed in parentheses after the Malaysian or Washington address, on any correspondence covering an opportunity.

Licenses, joint venture sought

0912 Finfish

0913 Shellfish

The Singapore Economic Development Board is seriously interested in the establishment of a fisheries industry, including a fishing fleet and fish-processing

plant. The Board has prepared a detailed prospectus of the project.

The new project will be granted pioneer status, according to reports. Inducements will include tax exemption up to five years, assistance in factory site location and consideration for tariff protection covering capital equipment and processed products.

U.S. firms should request a copy of the prospectus and seek additional information from the Singapore Economic Development Board, Fullerton Building, P.O. Box 2692, Singapore, Malaysia. (IR 176).

Continued on page 28

Cosmetic making interests firm in Singapore

Good market prospects; license and joint venture are sought

A firm of analytical chemists in Singapore is interested in entering a licensing arrangement and joint venture with an American firm to manufacture cosmetics. Established in 1955, the firm has been making chemical products and hair shampoo on a small scale.

The Asian firm prefers a tie-up with a U.S. firm whose products have already been introduced on the Singapore and Malaysian markets.

Site for factory

The firm has already obtained a factory site in one of the Singapore Government's newly established industrial areas. General laboratory equipment is available locally, but specialized equipment would have to be imported.

Oil of the illipenuts, one of the essential ingredients used to manufacture the cosmetics in which the firm is primarily interested, is in plentiful local supply, Sarawak being the world's main supplier. Other raw materials are readily available.

U.S. firms interested in obtaining additional information about this investment opportunity should write to the Analyti-

cal Laboratories, Ltd., 30-B Church St., Singapore 1, Malaysia.

Singapore shirt venture

A Singapore firm manufacturing shirts and other garments is interested in a joint venture with a U.S. concern, according to a report given the U.S. Trade and Development Mission to Malaysia and Hong Kong.

The firm is said to have obtained a pioneer certificate for its new plant and is producing 500 dozen shirts a day. Their products are said to be of a high quality.

Potential investors should write for further information to Century Garments, Ltd., 58-B South Bridge Road, Singapore 1, Malaysia. (IR 204)

Singapore Economic Development Board invites private American investment

Technical and financial assistance are available for a wide range of industrial projects; pioneer certificates granted

Singapore's Economic Development Board is sponsoring a variety of industrial projects which invite investment by private U.S. capital.

In addition to the expansion of existing Singapore industry, the Board has granted pioneer certificates for 119 new industrial enterprises. Several of these enterprises are already in production but most are still in the planning stage or are negotiating for the machinery and technical know-how necessary to ensure their successful implementation.

The Mission was provided with a complete list of the 119 new industrial firms and the products which each plans to manufacture. U.S. firms might well investigate whether the manufacture of their product has already been approved. If so, the firm to which the certificate has been granted might be willing to consider a joint-venture proposal.

Varied projects

Projects suggested as offering possible interest to U.S. firms seeking licensing arrangements or joint ventures include the following.

Pharmaceutical products . . . sheet glass . . . steel fabrication . . . machinery assembly . . . assembly and manufacture of electronic instruments and electrical appliances . . . glass-fiber products and . . . carbon black;

Also, automotive assembly . . . aluminum rolling and extrusion . . . miscellaneous industries such as surgical instruments . . . hand tools . . . building hardware . . . copper wire . . . plastic products . . . flexible conduits.

In addition to the above categories a number of other industries have been investigated and are reported to have been found feasible. These include:

The building materials industries . . . chemical and allied industries . . . electrical industries . . . food industries . . . mechanical engineering industries . . . mining and minerals . . . the textile and jute industries and . . . wood and rattan industries.

Basic information regarding the above investment opportunities was provided each Mission member and has been incorporated into several of the members' reports.

Additional information on the data provided by the Singapore Economic Development Board will be provided upon request to the Bureau of International Commerce, Office of International Investment, File EDB-H, Department of Commerce, Washington, D.C. 20230. (IR 391)

Palm oil/mine venture

A Penang firm, that claims to have in excess of 50,000 acres of land covered partly with high-quality timber, seeks a joint venture in palm-oil planting and mining.

The land is reputed to be rich in tin, iron and wolfram ores, as well as deposits of galena. Certain parts of the area are said to be highly suitable for palm-oil planting.

For further information, write to Ban Huat Enterprise, Ltd., 28 Beach St., Boan Siew Matar Bldg., Penang, Malaysia.

Investments (Cont.)

1511 General building contractors

3429 Hardware

Firms interested in the construction of supermarkets, housing projects and establishment of a plant to manufacture building hardware should write for full details to Singapore Economic Development Board, Fullerton Bldg., P.O. Box 2692, Singapore, Malaysia. (IR 250 and 267)

2000 Consumer goods

A large-scale established manufacturer of food products and alcoholic beverages in Singapore is interested in entering into a joint venture with one or more U.S. firms in the consumer goods field. In addition to owning and operating 2 breweries and bottling plants for 2 well-known U.S.-brand soft drinks, the firm is in the creamery business.

Write to Mr. M. Lewis, Frazer & Neave, Ltd., 475 River Valley Rd., Singapore, Malaysia.

2031 Canned & cured sea foods

2036 Shellfish, quick-frozen & cold-pack (frozen)

An established firm of general merchandisers is interested in a joint venture with an experienced U.S. concern to establish a cannery for smoked clams and possibly a freezing plant for shrimps and crabs. Company has substantial local capital available for its share of any joint venture.

Write to Taik Ho & Co.—Guan Ho, Ltd., P.O. Box 32, Taiping, Perak, Malaysia. (IR 91)

2032 Canned food specialties

A licensing arrangement with a U.S. food processor is sought by a Singapore firm engaged in processing and canning local food specialties (Singapore curry, shark's fin soup, bean sprouts and curried clams). The firm would import U.S. food specialties in bulk and process and can these for the local market. As an adjunct, the American firm would be granted the distributorship for the Singapore food specialties, if desired.

Write Mr. Yeo, Yeo Hiap Seng Canning & Sauce Factory, 23 (7m.s.) Bukit Timah Rd., Singapore 21, Malaysia. (IR 194)

2042 Animal feeds

6561 Operative builders

Hilton Ltd., an import-export firm in Singapore trading mainly with Indonesia, plans to expand its operations. For this purpose, it seeks the participation of qualified U.S. firms in 2 joint ventures: one for the production of animal feeds

and another in the construction field, mainly residential and commercial structures. In addition to equity capital, equipment and technical assistance are required.

Write to Mr. Lawrence Au, Hilton Ltd., 43-A Telok Ayer St., Singapore 1 Malaysia. (IR 156)

2086 Soft drinks

2841 Detergents

2844 Cosmetics

A soft-drink manufacturer in Sarawak would like licensing arrangements with U.S. firms to manufacture cosmetics, soft drinks, detergents and possibly D.D.T.

Write Ho Siang Teng, General Agent, 59 Ewe Hai St., Kuching, Sarawak.

2093 Vegetable oils

A Sandakan firm, interested in a joint venture, has 5,000 acres of land for agricultural purposes. Palm-oil production is contemplated. Write to Ngui Ah Kui & Company, Ltd., P.O. Box 64, Sandakan, Sabah, Malaysia. (IR 341)

2093 Palm kernel oil

A locally established planter seeks U.S. financial participation and managerial assistance in working and increasing existing oil palm acreage and processing and marketing palm oil. A 50-50 venture is envisaged.

Write to M. J. Mathew, 67 Ampang Rd., Kuala Lumpur, Malaysia. (IR 64)

2335-2337 Women's ready-to-wear

An established textile dealer and importer of wearing apparel proposes to manufacture women's ready-to-wear apparel, either as a joint venture with a U.S. manufacturer or under license. Equity capital is also invited.

Dato Belavant Ajit Singh, Gian Singh & Co., Ltd., 13 Jalan Mountbatten, Kuala Lumpur. (IR 8)

2399 Fishing nets

An importer and wholesaler of photographic and electrical equipment and textiles in Singapore is interested in a joint venture with an American investor for the local manufacture of nylon fishing nets. Machinery and equipment required for this venture are estimated to cost around \$110,000. He also envisages the possibility of selling commercial fishing tackle as a complementary activity.

Write to Mr. K. K. Mahtani, International Sales Agency, 86/B High St., Singapore 6, Malaysia. (IR 126)

2426 Furniture dimension stock & hardwood flooring

An established firm, experienced in the manufacture of mosaic-type block flooring is interested in increasing production for export. In addition, it seeks a joint venture in order to manufacture furniture dimension stock. Reportedly, only limited capital and moderate technical assistance would be required.

For further information write to Bureau of International Commerce, Office of International Investment, File 3-2426-4-B, Department of Commerce, Washington, D.C. 20230. (IR 412)

2426 Wood products

A joint venture for the production of wood products of various kinds is proposed by an established export-import firm in Singapore willing to put up 50% of the required capital in local currency. Requires 50% capital and know-how from a U.S. firm.

Write to Haji Mohamed Khan, Singapore Rattan & Cane Mart, Ltd., 38/40 Nunes Bldg., 9 Malacca St., Singapore 1, Malaysia. (IR 129)

2431 Folding doors

2511 Furniture

An established furniture maker in Singapore plans to start manufacturing folding wooden doors. The firm is also interested in making modern furniture under license. It wants to acquire patent rights, trade marks and know-how. Seeks licensing arrangements with qualified U.S. firms.

Write to Mr. Yong Ching Chee, Henry & Co., 35 Sumbawa Rd., Singapore 7, Malaysia.

2432 Veneers & plywood

• An established firm in Sandakan is interested in a joint venture to establish timber-processing facilities in Sabah, particularly in veneer, with plywood and chipboard production to follow. The firm's parent company is an agent for a concern which has a 1,000-square-mile timber concession in Sabah.

The potentialities of this opportunity suggest investigation through the medium of AID's Investment Survey Program. For further information, write to Bureau of International Commerce, Office of International Investment, File 3-2432-5-B, Department of Commerce, Washington, D.C. 20230. (IR 337)

• An established firm of loggers and sawmill operators in Sabah, Malaysia, plans to expand its operations to include the manufacture of veneers, plywood and

allied products. The firm is prepared to provide the major share of the operating capital. It proposes a joint venture with an American firm able to supply the know-how, required machinery and equipment and a limited amount of capital.

Write to Mr. C. C. Kwan, Man Woo Loong Company, P.O. Box 7, Sandakan, Sabah, Malaysia. (IR 339)

• A local furniture maker and supplier of interior-decorator items proposes a joint venture for the manufacture and export of plywood from North Borneo. The firm seeks a U.S. manufacturer willing to help launch this new enterprise by providing capital, machinery and equipment as well as know-how.

Write to Mr. T. S. Fong, Borneo Hong Kong Wood Works, Machinery & Engineering Co., Ltd., P.O. Box 320, Jesselton, Malaysia. (IR 314)

3432 Plumbing fixtures (brass goods)

A Singapore firm is interested in a joint venture or purchase of a packaged plant to manufacture brass faucets, valves and pipe fittings. Assurance that the Singapore Economic Development Board will approve pioneer status for the venture is claimed. Write Singapore Metal Factory, 98 Cecil St., Singapore, Malaysia, Attn.: Mr. Wee Keng Guan. (IR 165)

Sarawak lumber operations

2432 Veneer & plywood plants

Several firms in Sarawak are interested in securing U.S. participation in ventures ranging from the manufacture of furniture components to exploitation of large areas of timber.

One firm, for example, has a 999-year lease on 157,000 acres near Trengganu and expects to produce 20,000 tons of logs a month. It is building facilities to consume a quarter of the production but would welcome participation in exploiting the remaining 15,000 tons.

Other firms are interested in joint ventures involving construction of a veneer plant, the manufacture and export of furniture parts from sawmill shorts, and the manufacture of plywood.

For further information about these openings, write to the Bureau of International Commerce, Office of International Investment, File 3-2432-2-B, Department of Commerce, Washington, D.C. 20230. (IR 292, 293, 295 and 305)

2432 Plywood plants

♦ A sawmill owner and lumber dealer desires to enter into a joint venture with a U.S. investor for the local manufacture of plywood. Has access to 5,000 tons of

Philippine mahogany monthly and has capital to finance the enterprise on an equal basis. The enterprise reportedly has been assured pioneer status by the Malaysian Government.

Write to Mr. Francis C. Liang, Samudra Co., Ltd., P.O. Box 79, Jesselton, Sabah, Malaysia. (IR 326)

♦ A joint venture for the manufacture of plywood is proposed by a Singapore firm with a lease on 600,000 acres of virgin timber. Write to Mr. Kwik Tjoe Bing, 15 Telok Ayer St., Singapore, Malaysia. (IR 237)

Lumber treatment and processing

2491 Wood preserving

A Singapore firm of timber processors, directed by a Malaysian graduate of Northwestern University, would welcome a joint venture or possibly a licensing arrangement with a U.S. firm with extensive experience in the whole field of lumber treatment and processing.

The firm is particularly interested in improved methods for the preservation of wood, establishment of custom wood-treating and modern dry-kiln facilities, and modern milling and fabrication techniques.

For further information, write to the Bureau of International Commerce, Office of International Investment, File 3-2491-1-B, Department of Commerce, Washington, D.C. 20230. (IR 215)

2499 Wood dowels

3981 Broom handles

A group of stevedore operators in Sarawak is forming a company to manufacture dowels and broom handles from locally available sawmill waste. About \$25,000 is required to complete the plant and start operations. Reconditioned machinery could be utilized. A U.S. firm, possibly one interested in taking up the output, is sought to invest in the company.

Write Mr. Donald R. Drury, P.O. Box 328, Sibu, Sarawak, Malaysia. (IR 294)

2499-3461 Signs & signboards

7811 Motion-picture production

To meet the anticipated demand for signs and signboards arising from a new requirement of the State of Malaysia that business signs and signboards be in English or Malay, a local businessman wishes to begin a signboard manufacturing company as a joint venture with a U.S. firm.

He is also interested in producing documentary films on Malay culture and native sports activities for distribution in

the U.S. Joint venture proposed.

Write to H. A. M. Buyong, 9 Jalan Bandar, Kuala Lumpur, Malaysia. (IR 110)

2521 Wooden office furniture

This Singapore firm in the office-equipment field was established in 1955. It is interested in a joint venture with a U.S. manufacturer to produce such office furniture as desks, tables, chairs and cabinets. Write Reliance Office Supplies, 40 Raffles Quay, Singapore 1, Malaysia. (IR 226)

2621-2631 Paper & paper board

2899 Chemicals & waxes

3811 Laboratory scientific instruments

A Malaysian firm which packages pharmaceutical products offers 3 opportunities for qualified U.S. firms: (1) a licensing arrangement for the manufacture in Singapore of waxes and chemicals; (2) a joint venture for the local manufacture of scientific instruments for instruction purposes, such as spectrometers, calorimeters, voltmeters, metric scales, dissection instruments, and the like, and (3) a joint venture to manufacture locally paper, paperboard and finished paper products.

Write to Dr. Jacob John, Malayan Pharmaceutical Industries, Ltd., 711 East Coast Rd., Singapore 15, Malaysia. (IR 110A, 111 and 112)

2813 Dry ice

2821 Plastics materials

An American partner with know-how and capital is sought by a local businessman in order to set up a joint-venture plant for the production of dry ice. As an adjunct, a plant to produce styrofoam for the manufacture of ice boxes utilizing dry ice suggests itself as a possible further joint venture.

Chow Chak Tong, Wells (Malaysia) Corp., 209 China Insurance Bldg., Jalan Tuanku Abdul Rahman, Kuala Lumpur, Malaysia. (IR 89)

2819 Alumina

A bauxite mining firm seeks a U.S. firm interested in a joint venture to establish and operate a mill to reduce bauxite to alumina. The firm's holdings of bauxite are said to be in excess of 10 million tons with a silica content ranging from 5 to 15%.

Write to Ramunia Bauxite, Ltd., 9th Fl., Bank of China Bldg., Battery Rd., Singapore 1, Malaysia. (IR 241).

2821 Plastic pipes & tubes
3079 Plastic floor tiles

U.S. manufacturers of plastic floor tiles and of plastic pipes and tubes are invited to consider a joint venture with an established Malaysian textile manufacturer and importer for the manufacture of their products in Singapore. The local firm reports a large demand for these products in Malaysia and would welcome inquiries from U.S. manufacturers.

Write to Mr. K. Doshi, P. Lai & Son (S'PORE), 25 Arab St., Singapore 7, Malaysia. (IR 150 and 152)

2834 Pharmaceutical preparations

This firm manufactures Tiger Balm and an extensive line of medicinal products under the Tiger brand name. It is interested in manufacturing and packaging American drugs under license and distributing them in the Far East under its trade name. Interested firms should write Haw Par Brothers, Ltd., 88-89 Neil Rd., Singapore 2, Malaysia. (IR 253)

Paint firm seeks licensing

2851 Paints, varnishes, lacquers & enamels

An established Singapore paint-manufacturing concern which imports raw materials from the United States is interested in manufacturing chemical coatings and specialty paints on a license basis.

The firm has 2 plants in Malaysia and 3 in Indonesia. It is reported that this is the only paint manufacturer in Malaysia which conducts independent research in the field and is able to offer on-the-spot investigation leading to the adjustment of overseas products to local climatic conditions. Through a tie-up with one of the largest trading companies in the area, the firm enjoys excellent distribution facilities throughout Malaysia.

For further information, paint-industry firms should write to the Bureau of International Commerce, Office of International Investment, File 3-2851-3-B, Washington, D.C. 20230. (IR 246)

3069 Fabricated rubber products

As established manufacturer of rubber products is interested in a licensing arrangement with U.S. manufacturers of rubber products for the production of these goods in Malaysia.

Write to Shum Kwai-Hong, 403-404 Loke Yew Bldg., Jalan Holland, Kuala Lumpur, Malaysia. (IR 97)

3211 Sheet & structural glass

A firm of glaziers and general contractors seeks to interest a U.S. firm in participating—either as a joint venture, a licensing arrangement or through provisions of equity capital—in the establishment of a sheet and structural glass plant. A ready and growing local market exists.

B. Shaik Imam, O. Bacha Myan Sahib, 87A Paul St., Seremban, Malaysia. (IR 2)

3211 Flat glass

3519 Diesel engines

6551 Developers

An established Sarawak firm active in the timber, saw mill, real estate and construction fields is interested in expanding into other areas. It would welcome joint ventures for producing window glass, rebuilding diesel engines and developing an industrial park.

The firm is also interested in obtaining U.S. participation in the construction and management of a 200-room hotel and a department store in Kuching. The town has a population of around 70,000. Write to Sarawak Enterprises Corporation, 280 Padungan Road, Kuching, Sarawak, Malaysia. (IR 303, 304, 306, 369 and 373)

3229 Fibers, glass

With the necessary capital available locally and land for a plant site already purchased, a Singapore firm projecting the manufacture of glass-fiber sheeting and molded products is interested in a joint venture or licensing arrangement with an experienced U.S. firm. Principal requirements are technical assistance in designing the plant, installing machinery and training workers. Equity participation will be available.

The proposed venture has been assured of pioneer status by the Singapore Economic Development Board. This approval is based on a survey of the project made by a firm of Australian industrial consultants in May. The survey recommended establishment of a glass-fiber and reinforced-plastics industry in Singapore. Among other advantages cited were availability of low-cost labor, the demand for glass fiber over wood in many instances, and a special, captive market for the product in government-housing and school-development projects.

For further information, write Bureau of International Commerce, Office of International Investment, File 3-3229-1-B, Department of Commerce, Washington, D.C. 20230. (IR 148)

3241 Cement, hydraulic

A Singapore firm with a 30-year lease on acreage estimated to contain 100 million tons of excellent limestone contemplates the establishment of a cement plant. The firm has received offers in respect to a joint venture and the sale of machinery from firms in other countries. The company, however, prefers a joint venture with an experienced U.S. firm capable of providing technical, marketing and management know-how. It is reported that the firm has substantial capital but is willing to grant equity.

It is also claimed that while Malaysia uses over 500,000 tons of cement a year, it produces only half that amount. Of this, around 175,000 tons is of varying poor quality. The location of the proposed plant is near the border of Thailand and is adjacent to a railroad and highway. Thailand is said to import all its cement requirements so that the available market for the proposed plant offers unusual possibilities.

For further information and a copy of a preliminary survey of the proposed project, firms experienced in cement production should write to Bureau of International Commerce, Office of International Investment, File No. 3-3241-2-B, Department of Commerce, Washington, D.C. 20230. (IR 166)

3272 Concrete products

A firm of general contractors and manufacturers of veneer and plywood, managed by an American businessman with 17 years' residence in the general area, is interested in a joint venture with a U.S. firm experienced in the manufacture of prestressed concrete products.

The proposal calls for construction of a modern concrete-batching plant on a site adjacent to deep water and the modern veneer and plywood plant now under construction by the firm in Singapore's growing Jurong Industrial Estate.

Production of concrete piling—for which there is strong demand—pre-cast concrete pipe and other items of concrete which lend themselves to mass production is contemplated. The Singapore Economic Development Board is interested in the proposal and is prepared to document the need for the industry.

For further information, write Bureau of International Commerce, Office of International Investment, File 3-3272-2-B, Department of Commerce, Washington, D.C. 20230. (IR 216)

3316 Steel sheets

A joint venture or licensing arrangement for a small rolling mill is con-

sidered worthy of investigation by experienced American firms. For further details, write to Singapore Economic Development Board, Fullerton Bldg., Singapore, Malaysia, attention of Mr. Lim Ho Hup. (IR 419)

3411 Tin cans

A recently organized firm in Singapore plans to manufacture tin cans. As technical and engineering know-how are required, it would welcome the participation of a U.S. firm on a 50% joint-venture basis.

Write to Mr. I. T. Tam, Tat Lee Co., Ltd., 63 Market St., Singapore, Malaysia. (IR 182)

3497 Rustproofing

An established Singapore firm currently importing packaging and marketing rustproofing agents from England is anxious to begin local production of these chemicals. A joint venture or licensing arrangement with an American firm is contemplated.

The Singapore Economic Development Board is supporting the project and the firm has already purchased 16,000 square feet in an industrial estate as a proposed plant site. The location is close to railway transportation and semiskilled labor is available at reasonable rates.

Write for further information to Bureau of International Commerce, Office of International Investment, File 3-3497-1-B, Department of Commerce, Washington, D.C. 20230. (IR 191)

3551 Food products machinery

An importer and wholesaler of sundry goods desires to enter into a joint venture with a U.S. manufacturer of frozen food machinery. He would also consider a distributorship for such machinery.

Write to R. L. Davidson, Stephen-Davidson & Co., P.O. Box 2220, Kuala Lumpur, Malaysia. (IR 106)

3561 Water pumps

3642 Lighting fixtures

An established dealer in water pumps and lighting fixtures invites U.S. investment in his company.

For details, write to Kuan Kong Min, Hock Guan Leong Co., 21 Foch Ave., Kuala Lumpur, Malaysia. (IR 12)

3585 Air-conditioning units

An established shipping and trading firm plans to expand its operations and

begin the assembly of air-conditioning units locally. The firm seeks a licensing arrangement with a U.S. manufacturer of both window size and larger air-conditioning units, providing also for the eventual manufacture locally of components.

Write to Mr. M. Y. Namazie, Namazie Shipping & Trading Co. Ltd., 66 The Arcade, Singapore, Malaysia. (IR 170)

3585 Air conditioners

3634 Electric appliances

A Kuching firm is interested in a joint venture or licensing arrangement to assemble a U.S. line of air conditioners, electric fans and electric motors. Reportedly, the firm can obtain pioneer status.

Write to South East Asia Enterprises, 18 Khoo Hun Yeng Street, Kuching, Sarawak, Malaysia. (IR 407)

3585 Air-conditioning units

3621 Electric motors

3634 Portable electric fans

A joint venture for the local assembly of home air-conditioning units, portable electric fans, and fractional horsepower electric motors ranging from $\frac{1}{8}$ h.p. to 1 h.p. from imported components is proposed by a small manufacturer in Sarawak.

U.S. component suppliers or manufacturers are invited to write to Mr. Chang Ching Weng, Director, South East Asia Enterprises, Ltd., 18 Khoo Hun Yeng St., Kuching, Sarawak, Malaysia.

3600 Electrical products

3500 Mechanical products

A British engineer now producing electrical goods in Malaysia is contemplating the establishment of a plant in northern Ireland for the production of electrical and mechanical products. He is interested in entering into a joint venture with a U.S. manufacturer in this latter operation.

Thomas Henry Cameron, Telecoms Workshops, Brickfields Rd., Kuala Lumpur, Malaysia. (IR 30)

3634 Electric irons

A distributor of radios and electrical products wants a licensing arrangement or joint venture with a qualified U.S. firm for the manufacture in Malaysia of electric irons (230 volts, 50-cycle current). Initially, an assembly operation might be envisaged, gradually developing into a full manufacturing operation.

Write to S. Dewan Singh & Sons, 52

Lahat Rd., Ipoh, Perak, Malaysia. (IR 94)

3641 Electric lamps

3941 Games & toys

A manufacturer of latex products wishes to enter into licensing arrangements with U.S. manufacturers for the production in Malaysia of fluorescent lamps and related products as well as mechanical and battery-operated toys.

L. S. Palaniappan, Imperial Rubber Industries, 103 First Cross St., Malacca, Malaysia. (IR 4 & 5)

3955 Carbon paper, typewriter ribbons

A license from an American producer is sought by an importing firm for the local manufacture, in partnership with another area firm, of carbon paper and typewriter ribbons.

Write to Mr. K. N. Narwani, Luck Traders, 19 Orchard Rd., Singapore, Malaysia. (IR 185)

5311 Department store

The managing director of a fairly large department store in Singapore wants to enter into a joint venture with U.S. firms to merchandise U.S. and other products from store's present location. Current stock in 5-story building is valued at about \$400,000. Also willing to lease store, with or without stock. Available immediately.

Write to Mr. Balwant Singh, Gian Singh & Co. Ltd., 30-1 Raffles Place, Singapore 1, Malaysia. (IR 134)

5491 Poultry & eggs

The Shine Wood Trading Co., P.O. Box 66, Sandakan, Sabah, Malaysia, rubber and timber dealers and supermarket operators, is interested in launching an enterprise to raise poultry and produce eggs on a joint-venture basis with a U.S. investor.

Write to Mr. Tam Kam Cheong, the owner, at the address indicated above. (IR 343)

6515 Agricultural properties

7831 Motion-picture theaters

♦ A Malaysian landowner and timber contractor proposes three joint ventures with American investors: (1) Development of nearly 7,000 acres of virgin land suitable for planting oil palms, coconut trees and banana trees; (2) expansion of a 1,200-acre cattle farm stocked with 200 local breed cattle and (3) construction and operation of a 1,000-seat, air-conditioned motion-picture theater for

which he has the building site available. Needs technical assistance, equipment and capital participation.

Write to Mr. Chu Lip Kong, P.O. Box 256, Sandakan, Sabah, Malaysia. (IR 344 and 345)

♦ A Sandakan firm has acquired a 999-year lease on 15,000 acres of virgin land for agricultural development and welcomes U.S. participation in a joint venture.

Write to Far East Enterprise Co., Ltd., P.O. Box 81, Sandakan, Sabah, Malaysia.

6551 Land developers

♦ A Singapore firm with over 12,000 acres of prime land in Kuala Lumpur wishes American participation in development of the area. Write Hardial Singh & Sons, Ltd., 76 High St., Singapore 6, Malaysia. (IR 271)

♦ An American investor is sought by a firm in Sarawak to enter into a joint venture for the development of a 1,120-acre tract in the heart of Kuching. The land is said to be suitable for erection of residential and office buildings, together with a shopping center including a hotel and theater.

The firm has title rights for 999 years on the tract and the area is considered capable of economically supporting the complex envisaged. Would also sell the title rights.

Write to Mr. Proud, Borneo Co., Kuching, Sarawak, Malaysia.

6551 Developers

• A Sarawak real estate firm with over 10 acres in the heart of Kuching seeks a joint venture to develop the property. Write the Borneo Company, Kuching, Sarawak, Malaysia. (IR 307)

• A Jesselton, Borneo firm seeks U.S. financial and technical participation in a joint venture to develop over 1,400 acres of land about 50 miles from Jesselton. Palm oil, rubber and timber production are contemplated, in addition to a dairy farm. Write New Padas Valley Estate, P.O. Box 29, Jesselton, Sabah, Malaysia. (IR 308)

7391 Testing laboratories

A Singapore laboratory seeks the participation of a qualified U.S. firm in a joint venture to provide soil testing and related services to engineers, architects, contractors and builders in Malaysia. The requirement is mainly for additional equipment.

Write to Mr. S. Subramanian, Analytical Laboratories, Ltd., 30-B Church St., Singapore 1, Malaysia. (IR 173)

TV receiver assembly plant sought in Malaysian area

The Malaysian Ministry of Commerce and Industry is seeking a private investor capable of establishing a television receiver assembly plant.

The new Malaysian plant would be granted such inducements of pioneer status as tax exemption up to five years; consideration for tariff protection on capital equipment, materials needed for production, and on the TV receivers themselves; and assistance in factory site location.

Firms from at least one industrialized country have shown interest in the contemplated project. It is recommended, therefore, that U.S. firms communicate at the earliest possible opportunity with either N. G. Ufong, Assistant Controller of Trade, Ministry of Commerce and Industry, Kuala Lumpur, Malaysia; or with the U.S. Embassy, Lee Wah Bank Building, Kuala Lumpur, Malaysia.

Additional Investment Opportunities

These additional investment opportunities in Malaysia were reported by the Mission but the Department of Commerce possesses no commercial information on the listed firms and no World Trade Directory Reports are currently available on them.

0123 Vegetable farms

An established firm of wholesalers in Sabah, Malaysia, proposes to develop an area in the highlands near Jesselton for the purpose of growing vegetables. Good crop land and local labor are available in ample supply. The firm seeks an American investor desiring to acquire an equity in this enterprise.

Write to Mr. H. Ngen, Ngen & Ngen, P.O. Box 5, Jesselton, Sabah, Malaysia.

1051 Bauxite

4459 Tanker transportation

4225 Warehousing

A firm of shipping agents in Singapore desires to 1) start a small line of tankers for the transportation of petroleum products, 2) set up warehousing facilities, and 3) engage in bauxite mining. The firm, admittedly a small one although established in 1952, proposes that interested American firms participate in these enterprises on a joint venture basis. Capital, including machinery, appears to be the main requirement. Write to Mr. Kim Swee Koh, Chuan Juan Ltd., 144-A Robinson Road, Singapore 1, Malaysia.

1099 Tin ore mining

In order to obtain five dredges required to start operations, Mr. Tan Peng Whee, Huiley & Co., 17 Medeiros Building, Singapore, Malaysia, owner of a tin mine unworked since 1941 but reportedly with 5 million tons of tin ore, proposes a joint-venture with an American firm. Write direct.

1455 Kaolin

A U.S. firm either requiring or able to market kaolin in the United States is invited to participate in a joint-venture for the mining of kaolin in Malaysia. Write to Mr. C. T. Poh, Cosmos Trading Co., Room 603, Bajaj Building, 6 Cecil Street, Singapore 1, Malaysia.

2621 Paper

A manufacturer of paper products in Kuala Lumpur is interested in entering into a joint venture with an American firm for the manufacture of paper locally. Requires machinery. Write to Mr. Y. S. Feng, Room 701, Lee Yan Lian Bldg., Kuala, Lumpur, Malaysia.

2992 Lubricating oil reclaiming

Mr. Nandlal C. Patel, Minerva Industrial & Trading Co., 26 Meyers Chambers, Raffles, Place, Singapore 1, Malaysia, a spice dealer, plans to establish a lubricating oil reclaiming plant. He seeks an American firm with know-how to participate in a joint venture. Write direct.

3241 Cement

A recently established firm in Singapore invites the participation of a U. S. firm in a joint venture to manufacture cement. The firm has a 99-year lease on 70 acres of limestone acreage but little capital. Write to Mr. Griffin Bin Idris, Sherikat Kita Ltd., 271-E Bukit Timah Road, Singapore, Malaysia.

3352 Aluminum, drawing, rolling, extruding

Malaysia Aluminum Products, 271-A MacPherson Road, Singapore 13, Malaysia, has advanced plans for the establishment of an aluminum foil and extrusion mill in Singapore for which it anticipates pioneer status from the Singapore Development Board. The company would welcome the participation of an American firm in this new enterprise on a joint-venture basis. Write to Mr. Lam Se Yan at the address indicated above.

3352 Aluminum, drawing, rolling, extruding

A Singapore manufacturer presently engaged in the production of aluminum doors and windows with imported extrusions, proposes to establish a plant for the extrusion of aluminum components from ingots and for anodizing such extrusions. Has the equivalent of some \$165,000 available for capital and prospects of pioneer status for the new enterprise. An American firm is sought to help launch this new enterprise on a joint venture basis. Write to Mr. Jack H. Y. Ho, Goodman Aluminum Corp., 28 Guillemard Road, Singapore, Malaysia.

3582 Dry cleaning equipment

3585 Automobile air-conditioning units

3634 Electric appliances

An importer and wholesaler of electrical equipment in Singapore would like to

enter into a joint venture with a U.S. firm for the manufacture locally of domestic electric fans, electric irons, and a line of switch fuse boxes for home use (all wired for 230 volts, 50 cycles). He is also interested in manufacturing air-conditioners for automobiles locally on a joint venture basis with an American participant. As an adjunct to his present operation, he seeks the distributorship for Malaysia of coin-operated dry-cleaning machinery. Write to Mr. K. T. Young, Aurora Electrical Industries, 69-U China Building, Singapore 1, Malaysia.

3651 Television Receiving Sets

Malaya Films Investments Ltd., Room 2, 23 B Amber Mansions, Orchard Road, Singapore 9, Malaysia, producers and distributors of motion pictures wish to enter into a licensing arrangement or joint venture with a qualified American firm for the assembly locally of television receiving sets. Write to Mr. B. E. Ong at the address indicated above.

4721 Tourist promotion

A Malaysian travel agent who represents a number of U. S. travel agencies seeks to enter into a joint venture with an American firm or individual to promote tourist travel to Malaysia. Write to Stephen Kang, Mayflower Tours, G.P.O. Box 2106, 44 Pudu Road, Kuala Lumpur, Malaysia.

6551 Developers of Real Property

The Pioneer Land Investment Co. Ltd., 302 American International Bldg., Robinson Road, Singapore 1, Malaysia, invites qualified American investors to participate in a joint venture for the development of land and building sites in Malaysia. The firm is at present building a cinema and a supermarket in Singapore and has a number of other cinemas scheduled for construction elsewhere. The firm would like to expand its operations by working with reputable American firms. Write to Mr. Chen Liang at the above address.



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